

Automotive Daily News

PASSENGER

TRUCK

TIRES

TRACTOR

ACCESSORIES

Vol. 1. No. 44.

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NEW YORK, WEDNESDAY, OCTOBER 28, 1925

Application for entry as second class matter
is pending at Post Office, New York, N. Y. 10 Cents, \$12 Per Year

FISHER BODY EXPANSION TO COST \$2,000,000

Working Force in Mem- phis Plant to Be Doubled

MEMPHIS, Tenn., Oct. 27.—Improvements at the Memphis plant of the Fisher Body St. Louis Corporation, announced last week in the Automotive Daily News, will cost \$2,000,000, it was announced today by William A. Fisher, president of the corporation.

Work on the project will be started immediately.

"The continual increase in demand for our products is such that we have found it necessary to double our facilities in Memphis," said President Fisher, in making his formal announcement. "Extensions and additions already made since our acquisition of the Memphis plant, plus the work which is now under way, involves more than \$2,000,000, and upon completion the working force of 1,000 will be doubled.

"The floor space and machinery in the plant will be doubled, which involves the addition of 125,000 square feet of floor space; dry kiln capacity will be increased by 75 per cent. and railroad sidings will be doubled. The increase in capacity will also require a 50 per cent. increase in the power plant."

The doubling of the Fisher plant in Memphis is another and bigger step in the constant expansion that has been carried on at the plant here since it was purchased by Fisher from the Kelsey Wheel Company, January 1, 1924. As it stands today, the plant, with its kilns, sawmills and yard, covers a combined ground space of seventy-five acres. With the additions the plant here will be one of the largest of its kind in the whole country, officials state, and the only one of its kind in the South.

Wooden parts of closed automobile bodies are manufactured in this section and shipped out to the patronage of the company. Supplying the woodworking plant is the largest hardwood sawmill in the country.

Prepare for Big Influx of Autos

Minneapolis, Oct. 27.—The Illinois Central and other Western railroads are preparing for a heavy movement of automobiles and other equipment into the Northwest in 1926.

Charles L. Netherland, Minneapolis commercial agent for the Illinois Central, says his road has placed contracts for 1,000 automobile cars of 40-ton capacity, a number of which will be used for the delivery of motor vehicles in the Twin Cities and Northwest next year.

The contract for the cars, totaling \$2,375,000 was divided equally between the Pullman Car and Manufacturing Company and the American Car and Foundry Company.

VICTOR IN SCHNEIDER CUP RACE—Left to right, Lieut. James Doolittle, winner of race, and Gen. Patrick, chief of the Army Air Service. Doolittle won with a speed of 232 miles an hour.



International Newsreel Photo.

Jordan Reports Increased Demand

Cleveland, O., Oct. 27.—A sudden increase in orders and in retail outlets is reported by the Jordan Motor Car Company with the announcement of lighter and lower priced eight-cylinder cars. It also is reported that Jordan is adding a large number of dealers throughout the country.

Despite unusual expense incurred in production of the new line and delays incident to the start of real volume production, the third quarter ended September 30 showed a profit of \$139,459.64, before taxes and adjustments, officials report.

The company has no bank loans or indebtedness of any kind other than current accounts, officials state.

It has been producing sixty-five cars a day this week and has on file more than 5,000 unfilled orders, which assures capacity production for the next ninety days.

Another Mark for Willys-Overland

Detroit, Oct. 27.—Willys-Overland dealers in Michigan delivered 470 cars in the first twenty days of October, as against 430 cars the first twenty days of October, 1923, the previous high mark for the period.

From January 1 to October 1 Willys-Overland dealers delivered more than 7,500 cars in the state, compared with 5,555 for the entire year 1924.

FIRE DESTROYS GARAGE AND AUTOS AT OTTAWA

Montreal, Que., Oct. 27.—An explosion from defective wiring caused a fire which, starting in the automobile factory and garage of Joseph Dufour & Sons at Ottawa, destroyed that building and William Dundas's battery station adjoining, besides fifty automobiles. The damage was over \$200,000.

Schneider Trophy Stays in America

Baltimore, Md., Oct. 27.—The Schneider airplane trophy stays in the United States. Lieut. James Doolittle, U. S. A., piloted a Curtiss racer to victory at Bay Shore Park here yesterday afternoon, when he covered the 50-kilometer course at a rate of 232.573 miles an hour. Capt. Hubert Broad of Great Britain was second with his Gloster-Napier III biplane.

Price Cuts Stir Sales of Hudsons

Special from A. D. N. Detroit Bureau
Detroit, Oct. 27.—A large increase in sales of Hudson and Essex cars since the recent price reductions were announced, is reported by the Aaron Deroy Motor Car Company, Hudson-Essex distributor in fifteen counties in the southeastern part of Michigan, including the cities of Detroit, Flint, Port Huron and Lansing.

The increase is estimated at 35 per cent.

"The pick-up in business has been very noticeable," the company states, "and is general through the portion of the state covered by our franchise."

ALL-STEEL AUTO SUBJECT OF DISCOURSE AT BOSTON

Boston, Mass., Oct. 27.—"Manufacture of All-Steel Automobiles" was the subject of a joint paper read by J. W. Meadowcroft and E. J. Budd, at the annual fall meeting of the American Welding Society at the Massachusetts Institute of Technology here.

DEALERS MEET

Battle Creek, Mich., Oct. 27.—The Battle Creek Automobile Dealers' Association held its first fall meeting here last night, with more than sixty dealers and salesmen in attendance. The speakers of the evening was Tom O'Brien of the Reo Motor Car Company, who spoke on "some problems of the motor car dealer."

Sentiment of Ways and Means Committee Toward Repeal of Excise Taxes

Special from A. D. N. Washington Bureau

WASHINGTON, Oct. 28.—The all powerful Ways and Means Committee of the House appears "sold" on the idea of repealing most, if not all, of the automotive taxes. The question to be decided is resolving itself into one of revenue, the Automotive Daily News learned today on excellent authority.

DURANT STATES POSITION ON G. M.

New York, Oct. 27.—W. C. Durant has issued the following statement: "Because of the widespread publicity given the rumor, I wish to emphatically deny that I am planning or seeking control of General Motors, and have no desire or intention of again becoming active in its affairs, were such a thing possible. My interest in General Motors is purely that of an investor, and my holdings have recently been increased because of the confidence I have in the future of that great corporation and of its commanding position in the industry."

British Company Buys Rubber Land

London, Oct. 27.—British syndicate has purchased for £1,000,000, from Java bank, 48,000 acres of rubber plantation in Sumatra. A new British company, with capital of £1,500,000 will shortly issue shares in London. It is estimated the crop of rubber for 1926 will total 3,000,000 pounds.

MINN. BUS LINE PETITION NOW UP TO COMMISSION

St. Paul, Minn., Oct. 27.—Final arguments were heard today in the application of the Eagle Transportation Company for permission to operate bus lines between Hibbing and Grand Rapids and Hibbing and Duluth. The granting of the permit was opposed by the Mesaba Transportation Company, which operates lines over the same routes. The application was taken under advisement by the State Railroad and Warehouse Commission after extensive arguments by counsel for both lines.

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It was indicated that the committee will recommend the sales tax of 3 per cent. on trucks be repealed, while it appears certain that the tax of 2½ per cent. on parts and accessories will be lopped off in the report of the committee. Sentiment as to the occupational tax on commercial vehicles has not crystallized, but a majority of the committee members appears to feel that it should be removed.

However, the committee at present is completely at sea as to what should be done about the 5 per cent. tax on passenger cars, it was indicated today. There is a question as to whether the removal of the tax, a reduction of nearly \$100,000,000, can be accomplished with the other reductions to be made in the general tax measure.

The most important influence that will sway the committee members, it was pointed out, is the fact that 5,000,000 farmers pay automobile excise taxes, and it is predicted that the agricultural interests will determine the final decision of the committee in harmony with the appeal of the allied automotive groups.

Chairman William Green of Iowa today told The Automotive Daily News that there is a disposition upon the part of the committee to eliminate the taxes, but that the committee desires information as to how it can be done.

Representative Garner of Texas, Democratic leader of the committee, said that the treasury did not want taxes cut by more than \$300,000,000 and that if \$125,000,000 was taken off the automotive industry and automobile users and \$140,000,000 off surtaxes and estate taxes and the estate taxes were eliminated that the aggregate would then run over \$400,000,000 without any relief for other tax payers.

At the closing session on excise taxes C. E. Gambrell, President of the National Automobile Dealers Association, gave a long series of figures showing that there are 231,000 proprietorships among dealers and that they are burdened in collecting the tax on parts and accessories and have to carry the tax item in stocks representing millions.

Mr. Gambrell called the committee's attention to a recent announcement of Henry Ford that if he could reduce the price of his car by \$25 there would be a million new prospective buyers on the market. The war tax, Mr. Gambrell added, averages \$5 a car, and if repealed would enable hundreds and thousands of Americans to buy automobiles.

He told the committee that 5,000,000 of the 17,000,000 automobiles registered in the United States were bought and used by farmers and that they had paid an average tax of \$30 each.

Speaking for the National Association of Taxicab Owners, W.

(Continued on Page Two)

House Committee Leans Toward Excise Tax Repeal

(Continued from Page One)

oud, president of the Yellow Cab company of Baltimore, said that the organization operates 12,000 vehicles and employs 30,000 people.

"The taxicab companies are asking for a repeal of the occupational tax, the 5 per cent. sales tax and a 2½ per cent. parts tax, all war emergency measures," said Mr. Cloud. "The occupational tax, which members of our association suggested to the Senate Finance committee of the War Congress, accomplished its purpose and therefore, ask its repeal.

"The discriminatory character of this tax is well known. The suggestion of the Treasury Department that \$35,000,000 in taxes, now collected, might be taken off, points the way out. For example, the preliminary statement of the internal revenue collections for the fiscal year 1925 shows that the actual collections were: Trucks, \$7,800,000; cars, parts and accessories, \$22,700,000, or a total of \$30,500,000. Assuming that the tax on purchased taxicabs was \$2,500,000 and assuming further that the occupational tax on 100,000 taxicabs was a million dollars, making a total of \$3,500,000, we get a final total of \$34,000,000, which leaves a margin of a million dollars from the sum the secretary of the treasury suggested might be taken off."

Charles G. Barrett, speaking for the Drivurself Companies, told the committee that they are performing a function and service for the commercial man and the business man similar to that which was

performed in the past by the horse and buggy.

The vehicles used now, he said, are as much a part of commerce and industry as were trucks and railroad passenger cars and motor buses. He appealed for elimination of the 5 per cent. sales tax upon them, elimination of the occupational tax of \$10 per car and elimination of the 2½ per cent tax on parts and accessories.

H. C. Bradford, as the representative of the American Drivurself Association, told the committee that from trade practice the "drive yourself" cars, taxicabs and similar vehicles had not been so classified for tax purposes.

Everett C. Wilson of Kansas City, representing another branch of the "drive yourself" business, testified that it is an infant industry, not yet firmly established and should be encouraged. He said that it is not yet on a paying basis but that it furnished to the business man whose means did not permit buying a car, or whose business did not warrant one, the opportunity to buy miles as he needed them, paying on a mileage basis.

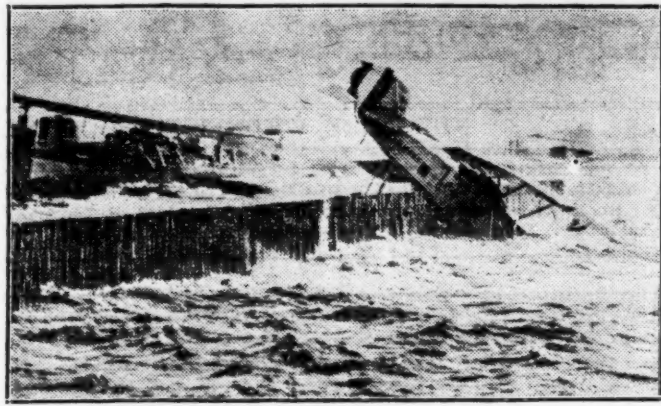
Representative Grant M. Hudson of East Lansing, Mich., appearing as a witness before the committee, advocated complete repeal of all automotive taxes as a discrimination against a particular industry.

"If a Federal tax is to be maintained," said Representative Hudson, "it should be spread to all other manufacturers and not fall on one industry."

He suggested repeal of the parts tax first, and then repeal of the tax on commercial vehicles, but insisted that the automobile is "a 100 per cent. necessity and is needed in the development of transportation."

NAVY PLANES WRECKED IN STORM—Four of the seventeen planes which were torn from their moorings in the Patuxent River and wrecked during the fierce storm which swept the Atlantic Coast Sunday just prior to the Schneider Cup Race.

International Newsreel Photo.



PREDICT HUDSON PRICED AT \$1,000

Special from A. D. N. Detroit Bureau
Detroit, Oct. 27.—Action of the Hudson Motor Company in reducing prices for the fifth time this year, bringing the Hudson coach to \$1,165 and the Essex coach to \$765, has caused considerable comment in automotive circles in Detroit. A prominent figure in the industry, in no way identified with the Hudson Company, has stated:—
"I would not be surprised to see the Hudson coach ultimately sell for \$1,000. It may not be this year, perhaps not next, but some day, if I am not very much mistaken, you will see the car sell at that figure."

The policy of the Hudson Company has been to keep the price range of the two coaches approximately \$400 apart. If the above prediction should be realized, it would mean a price for the Essex of between \$600 and \$700.

The consensus in Detroit is that the Hudson Company has made, and will continue to make, price reductions whenever possible. The last financial report of the company indicated that the margin of profit per unit had not been affected by the series of price cuts made and that earnings for the year would set a new high record.

Hudson at present is producing about 1,000 cars a day. Its body plant is being rushed to completion and it is expected that production of bodies in this plant will start about the first of the year. It is expected that within the next year Hudson will be in a position to increase output to 2,500 cars.

Press of Orders Speeds Up Reo

Lansing, Mich., Oct. 27.—Production demands have forced the Reo Motor Car Company, temporarily at least, to abandon the plan by which employees were given a full Saturday holiday by working longer hours during the other days of the week. Orders on hand, however, are pressing the plant to its utmost.

The bus division has been particularly busy of late, as also the section of the truck plant given over to construction of the new heavy-duty speed wagon, which has proved enormously popular. Successive months have set new records.

W. F. EVANS OF DETROIT TO SPEAK AT PHILADELPHIA

Special from A. D. N. Detroit Bureau
Detroit, Oct. 27.—W. F. Evans, president Detroit Motorbus Company, will be one of the speakers at the November 14 meeting of the Transportation session of the S. A. E., to be held at the Benjamin Franklin Hotel, Philadelphia, November 13 and 14. His talk will deal with experiences in the operation of six-wheel buses.

Careful Planning In Production Of Chryslers

Special from A. D. N. Detroit Bureau
Detroit, Oct. 27.—W. Ledyard Mitchell, vice-president in charge of manufacturing of the Chrysler Motor Corporation, furnishes some interesting figures on Chrysler production, which involved careful planning.

Under Mr. Mitchell's direction, two lines of cars were got into production inside of thirty days, instead of one.

"New machinery and tools," says Mr. Mitchell, "were designed, constructed or purchased and placed in operation without interruption to production; existing machinery and tools were adapted to the new product without loss in production, and with a minimum of discard; over 5,000 employees were added to the payrolls without loss of productive efficiency."

"Material to the value of \$150,000,000 was purchased from supply sources; the freight bill alone on this material was \$2,500,000. We are using \$10,000,000 worth of machinery in manufacture alone and carrying 20,000 employees on payrolls, with annual pay of \$45,000,000. One thousands of these are inspectors."

AUTO REGISTRATIONS IN MICHIGAN GAIN

Detroit, Oct. 27.—Over 980,000 automobile licenses have been issued in Michigan thus far this year, approximately 122,000 more than were registered in the entire year 1924. Total registration for calendar year 1925 is expected to approximate 1,000,000. Michigan has close to one car for every four persons. It is estimated combined weight and gas tax will yield the state \$21,000,000, of which \$14,000,000 will come from the combined horsepower and weight tax and \$7,000,000 from the two-cent gasoline tax.

L. M. SHAW WILL ADDRESS S. C. AUTO DEALERS ASSN.

Columbia, S. C., Oct. 27.—Lynn M. Shaw of the National Automobile Dealers' Association will deliver the principal address before the Columbia Automobile Dealers' Association here Wednesday evening. Better merchandising methods will be the major subject before the meeting. Several hundred dealers of South Carolina are expected to attend.

N. J. TRUCK CLUB

Newark, N. J., Oct. 27.—The Motor Truck Club of New Jersey, for many years located in the New Jersey Automobile Club house, will move into its own new quarters on November 1. Al Way, prominent in local automobile circles, has been elected secretary of the organization.

MAIN HIGHWAYS ARE NUMBERED

Government Designates Several Transcontinental Routes

Special from A. D. N. Washington Bureau

WASHINGTON, Oct. 28.—Three great transcontinental motor highways have been designated in a report of state and Federal highway officials submitted to Secretary of Agriculture Jardine.

It is proposed to mark two great highways from the eastern Canadian border to Florida and the Gulf coast, three from the Great Lakes to the Gulf and two from the western Canadian border to the Mexican line.

A joint board of the American Association of State Highways officials and Federal road officials, consisting of twenty-four members from twenty-one states, has been busy since last spring mapping out thoroughfares to be included in these direct routes.

The best routes from Boston to Portland, Ore., from Baltimore to San Francisco and from Savannah to San Diego are designated in the report. It is planned to start a nation-wide drive for improvement of the thoroughfares.

The principal roads are designated by units and tens, such as 10, 20, 30, etc., for east and west roads, and 1, 11, 21, etc., for north and south highways in the system.

Alternate routes, cross-overs and branches will be marked similarly with the figures raised to the hundreds.

A great system of secondary east and west highways, not so long as those that will completely traverse the continent, but of great importance to motor transportation for national defense, also will be marked.

A highway from Washington, D. C., to Wadsworth, Nev., will be No. 50.

From Chicago to Los Angeles will run a highway to be known as No. 60; from Beaufort, N. C., to Holbrook, Ariz., No. 70, and from Jacksonville, Fla., to El Paso, Tex., No. 90.

No. 1 highway will begin at Fort Kent, Me., and run to Miami, Fla.

800 Employed at Columbus Ford

Columbus, O., Oct. 27 (U. T. P. S.).—Eight hundred men now are employed in three eight-hour shifts at the Columbus assembling plant of the Ford Motor Company, corner of Cleveland and Buckingham Avenues, making an increase of more than 100 per cent. since last summer, it has been announced by officials of the branch.

H. B. Crawford, wholesale manager here, reports more cars are being made now than ever before and within two weeks a maximum force will be on the payroll. Last summer 350 men were employed. Mr. Crawford declares the increased demand for cars is due to the new and improved models now on the market.

AUTO SATURATION POINT REMOTE, SAYS BRISBANE

New York, Oct. 27.—Arthur Brisbane, in the New York American, says that the "saturation point" in the automobile industry is still remote. "In September 55,000 more automobiles were made than in August," he says. "Production and sales are increasing. There will be no 'saturation point' for a long while. The public can use and ought to have at least three times as many automobiles as are now running. A man without an automobile is like a bird without wings, a wagon without wheels."

Huge Order for Steel Products Co.

Cleveland, O., Oct. 27.—One of the largest orders ever placed with an automobile valve manufacturer, covering the first consignment of a quantity of 2,000,000 valves in a year, has been received by the Steel Products Company of this city.

C. E. Thompson, president of the parts concern, in speaking of the order today, withheld the name of the automobile manufacturer who will use the valves, but it is understood that they are for a four-cylinder car in the medium priced class. The valves are now being shipped at the rate of 40,000 a week.

Additional help is being taken on to operate new machinery and a 24-hour working schedule will soon go into effect in some departments, to keep up with deliveries, totaling 50,000 pieces daily on valves alone.

The valve specified in the recent order is known as the Thompson SUCROME Valve, a special development at the plant. It is now being made for sixty builders of American cars, trucks, tractors and airplanes, including Wright and Curtiss, and for a number of European aeronautical and automobile manufacturers.

CHARLOTTE, N. C., FREIGHT MOVEMENT SHOWS BOOM

CHARLOTTE, N. C., Oct. 27.—A sharp increase in the number of carloads of freight received and forwarded by Charlotte concerns in the month of September, compared with the preceding month and the corresponding month of last year reflects the prosperity of this section at this time. The automobile business, figures compiled by the Charlotte Shippers and Manufacturers' Association show, is one of the leaders in percentage of gain. Cars and parts totals were 486 carloads for September, 1925, and 475 for September, 1924.

FUNERAL OF MRS. CLARA ALLEN HELD IN FLINT

Flint, Mich., Oct. 27.—Funeral services for Mrs. Clara Allen, 38 years old, wife of Floyd A. Allen, former Buick Motor Company official, president of the East Michigan Tourist Association, and former president of the Flint Chamber of Commerce, were held this afternoon.

The following were pallbearers: Charles S. Mott, vice-president General Motors Corporation; Harry H. Bassett, vice-president General Motors Corporation, president and general manager Buick Motor Company; Harlow H. Curtice, controller A-C Spark Plug Company; Carl W. Bonbright, stock broker, and Lester M. Taylor.

C. M. SCHWAB VISITS STUTZ CHICAGO FACTORY BRANCH

Chicago, Ill., Oct. 27.—Charles M. Schwab last Wednesday was the guest of the Stutz Chicago Factory Branch, Inc.

Mr. Schwab for over three years has been the principal owner of the Stutz Motor Car Company of America, Inc., and is keenly interested in its activities.

Mr. Schwab expressed himself to F. D. Cerf, president, as being well pleased with the progress that is being made at the factory, and congratulated Mr. Cerf on the splendid showing the local organization has made during the past year.

OVERLAND CONTEST

San Francisco, Oct. 27 (U. T. P. S.).—San Francisco and Northern California Overland and Willys-Knight salesmen are having a sales contest of their own in connection with the national Willys Derby sales contest, which is now on its fourth week. The inner circle contest is for best records in this territory, and promises to make October the biggest sales month of the year.

Light Cars Registering High Sales in Louisiana

BATON ROUGE, LA., Oct. 27.—Louisiana automobile dealers in the rural sections are expecting an unprecedented sale of lighter cars and already the sales are beginning to reflect themselves on the new car registrations.

Ford sales have been held up somewhat in recent weeks waiting for the new models to come, but a more important cause of the recent increase in sales is the cotton crop.

"The woods will be full of small cars this fall," is the way one dealer put it. Every negro with his small cotton farm this year had a bale of cotton for sale and some of them had more than that, enough to make the first payment on a small car and in many cases the small farmers made enough cotton to pay for the cars outright. At any rate, they are going to have their cars and are placing orders.

CHARLOTTE, N. C.

Charlotte, N. C., Oct. 27.—The first "cold snap" of the fall has come, and, so far as the automobile dealers are concerned, the only result was to send a lot of owners of open cars scurrying for new closed models.

Some of the dealers hailed the definite pick-up in the number of prospects with enthusiasm, while others, already oversold to various extents, reported that their troubles were increasing as anxious would-be purchasers intensified their requests for deliveries.

The Ford assembly plant here is working at capacity day and night. The Buick, Nash, Chrysler and Hudson-Essex, and a few other dealers here, either are over-sold or are selling all the cars they can obtain from their respective factories.

Business interests are aware of the peculiarity of the buying public of this territory in that the advent of the chilly fall weather always influences a brisk upturn in trade, and this fall's first frost already has begun to bear its fruits for the automotive trade as well as general business.

BISMARCK, N. D.

Bismarck, N. D., Oct. 27.—The closed car is in demand in the Bismarck sales territory, inquiry among all dealers of Bismarck disclosing the fact that since the first day of August, 83 per cent. of the new car sales have been closed models.

BUFFALO, N. Y.

Buffalo, N. Y., Oct. 27.—The five to nine inch snowfall that hit various towns and villages within a few miles of Buffalo and precipitated a cold spell here is stimulating the buying of closed cars and of winter accessories.

NORTH CAROLINA

Wilmington, N. C., Oct. 27.—Although new car sales in September were less than for that month last year, due to inability of dealers to secure automobiles, officials of the North Carolina Automotive Trade Association believe October sales will exceed the 1924 mark of 5,650.

The bulletin issued members discloses that 4,045 new cars were sold in the state last month, compared with 5,304 in September, 1924, a decrease of 1,259. In August 4,992 cars were sold and 6,602 in August, 1924. Fords top the September list with 1,732—compared with 4,111 Ford sales in September, 1924.

Guilford dealers reported 298 sales; Mecklenburg, 260; Buncombe, 296; Wake, 176. South Carolina September sales were almost 50 per cent. less than in 1924, the figures being 1,391 new registrations, against 2,483. In August there were 2,179 sales in South Carolina and 2,882 in August, 1924. There were 1,647 Fords sold there in August and 680 last month. Truck sales in North Carolina in September were 659, of which 503 were Fords. Mecklenburg county reported 59 sales.

Automotive Daily News
classified ads bring results.

Distributor Doings

VISIT PEERLESS PLANT

Cleveland, O., Oct. 27.—C. R. Cunliffe and H. S. Stevens, general manager and wholesale manager, respectively, of the Philadelphia branch of the Peerless Motor Car Company, accompanied by distributors and dealers of the Philadelphia territory, visited the Peerless factory here Monday. Jacob Bessmer, Scranton; George S. Bray, Wilkes-Barre; J. W. Oemslager, Harrisburg; W. Sugden, Reading; J. R. Martin and C. W. Martin, Trenton; Bert Mick, Camden, were among distributors and dealers present.

TEMPORARY HOME

Chicago, Oct. 27.—The Broadway Motor Sales Company, Paige and Jewett dealer, is occupying temporary sales and service quarters at 5206-5208 Broadway, having recently sold its building at 6335-6337 Broadway. A new building is under construction at 5943-5953 Broadway, which the company expects to occupy about December 1.

AUBURN SALES

Chicago, Oct. 27.—Progress of the Auburn in Chicago this year has been marked by monthly increases in sales. Frank Popp, central district representative, reports that October promises to be the banner month. In September the sales in the city passed the sixty mark. They were forty-five in June.

ALEXANDER HONORED

Oakland, Cal., Oct. 27.—Chandler and Cleveland dealers gathered together in San Francisco last week at a luncheon in honor of Roy B. Alexander, president of the Chandler-Cleveland Motor Company. More than sixty dealers from this territory were in attendance.

WEST VIRGINIA DEALERS HEAR N. S. C. SPEAKERS

Clarksburg, W. Va., Oct. 27.—Representatives of the National Sales Congress addressed fifty automobile dealers and salesmen at the annual fall meeting at Hotel Waldo.

Lynn M. Shaw of St. Louis and H. D. Bullock of San Francisco discussed the fundamentals of the motor car industry, citing ways to put the individual business on a net profit basis.

Repeal of the excise tax on automobiles was advocated in resolutions to be forwarded to congressional representatives. Increased rights for the dealer when an automobile is confiscated also will be sought.

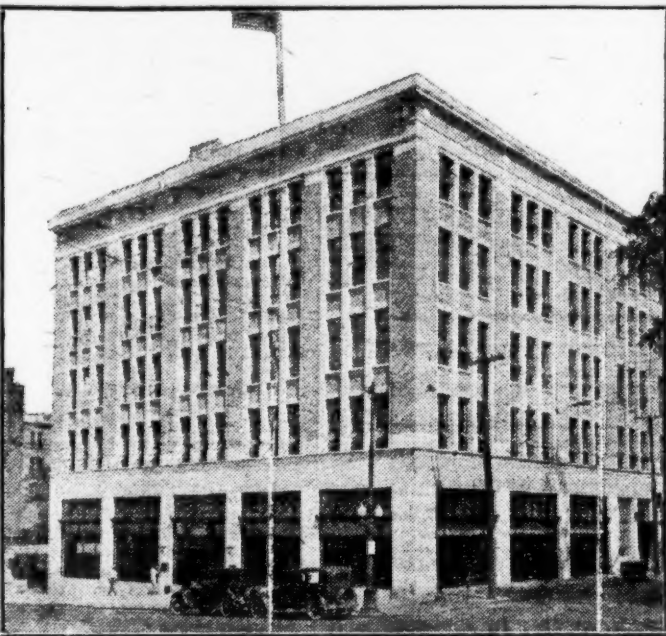
RICHARDSON HEADS AKRON R. A. D. ASS'N

Akron O., Oct. 27.—Earle Richardson of the Richardson-Wellock Company, Chrysler distributors, has been elected to fill the vacancy of president of the Akron Retail Automobile Dealers' Association, formerly held by S. L. Savidge, who recently resigned. Mr. Richardson was previously vice-president and Oscar H. Lyle, general manager of the Towell-Cadillac Company, was made vice-president at the same meeting.

TO DISTRIBUTE STEARNS

Philadelphia, Oct. 27 (U. T. P. S.).—La Roche Brothers, Inc., 1214 North Broad St., have been appointed distributors for Stearns-Knight cars in eastern Pennsylvania, southern New Jersey and Delaware. A. W. La Roche is president of the company, which was established in 1904. It maintains a four-story sales and service building.

MILLION-DOLLAR BUICK BUILDING at Charlotte, N. C. This is the sales and service plant of C. C. Coddington, Inc., which has been handling the Buick line for years. Its cost reaches well over a million dollars, officials of the company state.



Auto Business in Nation's Capital Surpassing 1924

Special from A. D. N. Washington Bureau

Washington, Oct. 27.—The volume of automobile business transacted in Washington at the present time is running considerably ahead of last year, and sales for the year to date are well in excess of the corresponding period of 1924.

This is the opinion of well informed authorities in automotive circles here and is also the view held by the finance companies actively interested in this branch

of Washington business. Price cuts have tended to maintain this large volume of sales, while the general stability and prosperity in other lines must be considered contributing factors.

There has been a noticeable increase, according to reports from Washington automotive authorities, in the total volume of cars purchased on the partial payment plan. This increase can be attributed in part to the general lower rates of interest charged by various finance corporations.

English Engineer Joins Olds Motor

Lansing, Mich., Oct. 27.—Herbert C. M. Stevens, formerly chief

engineer of Sunbeam Motor Company, Ltd., Wolverhampton, England, has joined the Olds Motor Works organization as consulting engineer. Announcement of Mr. Stevens's appointment was made by I. J. Reuter, president of Olds Motor Works.



H. C. Stevens

Mr. Stevens is well known throughout England and Europe for his long and important activities in the automobile industry, having been responsible for the productions of the Sunbeam, Talbot and Darracq group, which is one of the largest motor corporations in Europe. During his connection with the S-T-D., which spread over ten years, among his most successful accomplishments were the three-liter Sunbeam racing cars and winner of the Isle of Man T. T. races, and the 1½-liter Darracq, which were unbeatable in their class for three years.

Under Mr. Stevens's direction Sunbeam built the machinery for the dirigible R-33, which made a successful flight from England to America and return in 1920.

ALFRED P. SLOAN, JR., BUYS \$500,000 SUMMER ESTATE

New York, Oct. 27.—Alfred P. Sloan, Jr., president of the General Motors Corporation, has purchased the waterfront estate at Great Neck, L. I., formerly the home of Sherwood Aldrich.

This property adjoins the estates of Harry Sinclair, Walter Chrysler, August Heckscher, Preston Satterwhite and Roswell Eldridge. The property was held at \$500,000.

for Economical Transportation



In every city, town and village where there is a Chevrolet dealer you will find Chevrolet advertising carried in the newspapers consistently and efficiently.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring	\$525	Coupe	\$675	Commercial Chassis	\$425
Roadster	525	Coach	695	Express Truck Chassis	550
		Sedan	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T

Automotive Daily News

"Of, By and For the Entire Automotive Industry."

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION.
35 City Hall Place, New York, N. Y.
DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500.

Application for entry as second-class matter is pending at Post Office, New York, N. Y.
G. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington,
Treasurer; Alexander Johnston, Secretary.

WEDNESDAY, OCTOBER 28, 1925

Advertising Headquarters—1926 Broadway, New York, N. Y.
Harry A. Tarantous, Advertising Manager, George M. Slocum, Manager Detroit
Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager,
168 North Michigan Ave., Chicago, Ill. Metz B. Hayes, New England Manager, Little
Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank
Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry
Building, Seattle, Wash.
Address ALL advertising cuts, copy and correspondence for New York office to
1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.
Telephone: Franklin 3900.
Alexander Johnston, Editor; Don Wallace Robinson, Managing Editor; Walter
Boynton, Editor Detroit Bureau; Detroit, Mich. Contributing Editors: John C.
Wetmore, Clyde Jennings.

SUBSCRIPTION RATES

United States and Possessions and Canada: One year, \$12.00. Six months, \$6.00.
Single copies, 10 cents.
Foreign subscriptions. One year, \$15.00. Six months, \$7.50.

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Against Lengthening Payments

NO subject prominently before the automotive industry at the present time is of any greater importance than that of deferred payment purchases of motor vehicles. In order to sound out dealer reaction to credit sales, the Automotive Daily News has had a widespread canvass made by its correspondents.

Much of this material has been published in our news columns and enough is now in hand to indicate very definitely the trend of dealer opinion. This seems to be strongly against undue lengthening of the time allowed for cleaning up the purchase.

At the present time the conservative finance companies and careful dealers say that twelve months is the longest period over which deferred payments should be stretched. It is felt that the buyer who is not able to conclude his purchases within that length of time is not a desirable risk.

There is a considerable body of opinion that seems to swing toward shortening the deferred payment period, setting the maximum time allowed as low as seven months.

Dealers all agree that the future development of the sales division of the industry is completely dominated by a wise working out of the time payment problem. There must be no "wildcatting," but on the other hand, the ability of the dealer to grant terms must not be so curtailed as to cripple him. In finding the happy medium, liberal terms without dangerous inflation, we shall build the foundation of a stable future for the sales division of the industry.

In connection with the deferred payment situation it is interesting to note that there are companies now operating which finance the first payment on a motor car. In other words, a buyer who has very little cash in hand can go to one of these and pay down perhaps a quarter of the first payment on his car and get the rest of the money for the initial installment to the regular dealer. Surely this is a dangerous practice. The man who has not cash enough for the preliminary payment on a car is likely to be an even less satisfactory client than the man who asks for sixteen or eighteen months in which to complete his payments.

Here's the opinion ballot below. Please tear it out, check your opinions and mail it to us today!

Editorial Department, Automotive Daily News,
25 City Hall Place, New York City.

Gentlemen: In response to your inquiry we believe that the following method is the most satisfactory in making sales under the deferred payment plan:—

The cash payment should be:—

One-quarter of the purchase price..... ☐ Yes. ☐ No.
One-third of the purchase price..... ☐ Yes. ☐ No.

The maximum period allowed for completing the payments should be:—

Eight months ☐ Yes. ☐ No.
Ten months ☐ Yes. ☐ No.

Twelve months ☐ Yes. ☐ No.
Eighteen months ☐ Yes. ☐ No.

Do you favor an even longer period..... ☐ Yes. ☐ No.

What per cent. of new car sales are made with a used car taken to cover the first down payment.....

Firm name

Address

Individual

The Observer

Is all the motor truck business going to be eventually in the hands of a few companies?

This is a question which is very much in the air, and will continue to be for the next year or two.

Any one would be foolish to attempt a definite yes or no answer at this formative period of the business. But the query is well worth examining.

Leaving the light delivery vehicles out of the question;

And acknowledging the continued success of the majority of the nationally established makes;

After that there are still somewhere around one hundred companies more or less in the commercial vehicle business. Is that number going to decrease?

Undoubtedly it is.

Instead of looking at the dark side of the picture, it is worth while to consider those types of companies which will do well, or rather to name the elements which insure success.

Certainly regional companies. They have competition, but they likewise have obvious advantages in serving their home markets. But there is a danger of being misled by a few regional successes.

Because assembled parts can be bought and put together, misguided business men sometimes think that any one can put them together and sell them.

Might as well assume that any one not a cook and without a cookbook could lump together eggs, flour, sugar and milk and be sure of something edible.

Many companies have been formed by persons who felt that there was a local market and that without experience or special study they could get the local business.

There are three major elements essential to success in this line of business.

Engineering: This factor is even more important than in the motor car field, for the product must be able to stand terrific punishment.

It will be handled by men who will treat it roughly. They should not, but they will. It will go over rough roads with heavy loads. It must be built right.

Personnel: This includes se-

N. A. D. A. HOLDS SALES MEET

Wheeling, W. Va., Oct. 27.—More than 200 automobile concerns were represented at the annual sales congress of Ohio Valley Dealers' Association held here.

Better sales and service in the industry was the chief topic. Each year the sale of motor cars has become more efficient and systematized until now there are sixty automobile firms in Wheeling that employ 700 persons and pay annual wages amounting to more than \$1,000,000, it was pointed out.

H. D. Bullock and Lynn M. Shaw, representing the National Automobile Dealers' Association, were speakers. The former spoke on "Budgeting a Business," and Mr. Shaw's subject was "Problems That Confront a Real Salesman."

Each speaker pointed to the fact that the one great thing in the successful automotive concern is the systematizing of daily business to the point where it can be run on a regular budget. Probably no business is so difficult to operate on a systematic and paying basis as the automobile business, and to avoid failure, obstacles must be overcome, they declared. However, the industry has finally come to a staple business and is no longer just a game, as it had been in former years, it was said.

General Motors Official Sees Tourist as Asset

DETROIT, Oct. 27.—The tourist is a strong potentiality in the automotive industry, in the opinion of C. F. Kettering, vice-president of General Motors.

Mr. Kettering is naturally familiar with every phase of the automotive industry, and he has recently made a sort of transcontinental gypsy trip by automobile with his son, which has convinced him, by a actual contact with tourists and tourist conditions, that the industry is bound to feel an increasing influence from the constantly growing numbers of tourists, who crowd the roads at all seasons.



C. F. Kettering

"People generally do not appreciate either the extent or the magnitude of the tourist business," says Mr. Kettering. "But the figures speak for themselves. In Michigan tourists bring \$200,000,000 worth of business into the state, and in Minnesota the in-

come from tourist business amounts to two and a half times as much as the income from the wheat crop. These are enough to suggest, at least, what the tourist means to the country at large. He means more to the automotive industry than most of us have recognized up to the present time.

"Just now a man who wants to travel as a tourist and really live outdoors has to hitch his camp kit on wherever he can find a place to tie a rope. If he takes what kit he thinks he needs, his car looks like the result of misplaced confidence. He travels in a crowded and uncomfortable way.

"The manufacturers of tourist equipment have a lot to learn about making an outfit that is compact, and at the same time practicable and really convenient and comfortable. Most people do not seem to be able to get away from the idea of the home type of sleeping equipment, but I think that some radical changes of outfit of this sort will have to be made, in order to provide what tourists really want.

"Most people, by the way, start out with too much kit, and have to learn to cut it down. But that's another matter."

curling men with executive ability, with sales ability and with knowledge of the business world.

The truck business is in the pioneer field. The truckmaker and dealer need to understand the business of shipping. It's not easy to find the right men, but they are necessary to the success of the enterprise.

Finance: Business houses expect long credit terms. Competition is giving it to them. Whether or not this should be the case, it is the case.

The maker and merchant must be

prepared to carry their customers, and to insist on credit protection. They cannot afford to take poor risks.

These terms mean that high-grade organizations are needed to carry on in this business.

And that is the fact of it. It is a stiffly competitive branch of the business in a formative stage.

It will witness many shifts in the scene in the next few years.

It will be the survival of the fittest.

Coming Automotive Events

OCTOBER

- 17-Nov. 1—San Francisco, Cal. Fifth Annual California Industries Exposition.
- 18-31—Salonica, Greece. First Annual Sample Fair.
- 20-30—Grand Rapids, Mich. Michigan Association of County Road Commissioner and State Highway Department Building Show.
- 21-31—Boston. American Welding Society.
- 24-Nov. 5—Shreveport, La. Auto Show at State Fair.
- 26-31—Huntington, W. Va. Ninth Annual Auto Show and Fashion Review.
- 28—Columbia, S. C. National Automobile Dealers' Association meeting.
- 29-30—Grand Rapids, Mich. Road Building Show.
- 29—Jacksonville, Fla. National Automobile Dealers' Association meeting.
- 29-Nov. 7—London, England. Annual Truck Show.
- 30—Miami, Tampa, Fla. National Automobile Dealers' Association meeting.

NOVEMBER

- 6—New Orleans, La. National Automobile Dealers' Association, Sales Congress.
- 7-15—Sao Paulo, Brazil. Automotive Exposition.
- 9-10—Chicago, Ill. Society of Automotive Engineers' service engineering meeting. Hotel La Salle.
- 9-10—Chicago, Ill. service engineering meeting, S. A. E., Hotel La Salle.
- 9-14—Chicago. Convention and Show, Automobile Equipment Association, Coliseum.
- 9-14—San Francisco, Cal. All-Western Road Show.
- 11-12—Washington, D. C. meeting rooms, Department of Commerce, Motor Truck Industries.
- 12-13—Des Moines, Iowa. Iowa Automotive Merchants' Association Convention.
- 13-14—Philadelphia. Society of Automotive Engineers, automotive transportation meeting. Benjamin Franklin Hotel.
- 15-21—New York City. Automobile Salon, Inc. Twenty-first Annual Automobile Salon. Hotel Commodore.
- 16-18—Chicago, Ill. National Standard Parts Association Show.
- 16-21—Detroit, Mich. First National Motor Bus Show.
- 17-19—St. Louis, Mo. National Tire Dealers' Association Convention.
- 26—Los Angeles, Cal. A. A. A. 250-mile race.
- 26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserdamm.
- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.

DECEMBER

- 1- 8—Pernambuco, Brazil. Good Roads Conference.
- 1- 8—Washington, D. C. Fifth Annual Meeting of Highway Research Board.
- 5-16—Brussels, Belgium. Annual Automobile Show.

JANUARY

- 9-16—Philadelphia Pa. Philadelphia Automobile Show.
- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11—Chicago. American Road Builders' Association Annual Convention.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—New York City. National Automobile Show.
- 14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
- 16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 26—American Road Builders' Association, Good Roads Week.
- 27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
- 27—Detroit, Mich. Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.
- 30-Feb. 6—Washington, D. C. Automobile Show.

FEBRUARY

- 1- 6—Chicago. Chicago National Show.

Financial News of the Automotive Industry

STEEL SHEETS UP ON HEAVY DEMAND

Mills Raise Prices to Same Level as Auto Body Stock

Youngstown, Oct. 27.—Makers of steel sheets have marked up quotations \$2 a ton, bringing the new price to \$4.40 per 100 pounds for galvanized sheets. This represents a gain of \$4 a ton in a month. The new price is on the same level with full finished sheets for No. 22 gauge and auto body stock. Blue annealed sheets common are \$2.30 and black \$3.15 on new business, though contract tonnage is moving at \$3.10. Valley steel interests are receiving new business in excess of shipments in more important finished steel lines, despite heavy production rate, averaging 85 per cent. Of 127 sheet mills in Mahoning Valley, 117 are under power and fourteen of eighteen tube mills are going. Carnegie Steel is producing ingots at 90 per cent.

Sharon Steel, Trumbull, Newton, Falcon and Mahoning Valley Steel are all operating close to 100 per cent. Merchant steel bar and strip capacity, with both Steel Corporation and independents, is also engaged near 100 per cent. Independent steel shipments in October are estimated to be 15 per cent. ahead of September.

Of 52 independent open hearths, 43 are melting this week. Blowing in of a blast furnace at Sharpsville, Pa., increases district total to 25 out of 43 stacks. Obsolete Han-nah furnace of Republic Steel and Niles stack of Carnegie are to be dismantled.

Republic's schedules show 5 tube, 4 light bar and 16 sheet mills active, a gain of two sheet mills over the previous week. Carnegie's rolling mills are running close to capacity.

Pig Iron Active

Buffalo pig iron market is now on a \$21 a ton base for first quarter of 1926, with spot shipment holding around \$20.50. These prices are \$2 a ton above recent low levels. Eastern Pennsylvania is \$21.50, with several interests holding at \$22, also up about \$2 a ton.

FLORIDA PROFITS WELL BY GAS TAX

Tallahassee, Fla., Oct. 27.—Users of automobiles in Florida during August bought 17,360,749 gallons of gasoline in the state, according to figures compiled by the controller's office, which has just distributed the gasoline tax for that month.

Total gross receipts for August, as distributed to the state Road Department and to the individual counties, were \$694,429.98. Total gross receipts for July, which was the first month of the 4 per cent. tax, the law having gone into effect on the first of that month, were \$641,000. Thus a gain of more than \$53,000 is shown in August over the previous month.

The state Road Department receives three-fourths of the gasoline tax and the counties one-fourth. Deducting \$500 for an expense fund, the state Road Department received a few days ago in the distribution of the August tax \$520,447.49, while the counties received the remaining one-fourth, amounting to \$173,482.49.

OIL PRODUCTION LOWER

Tulsa, Oct. 27.—Domestic crude oil production in the week ended October 24 decreased 4,374 barrels daily from the preceding week, averaging 2,094,034 daily, according to the Oil & Gas Journal. Light oil comprised 1,435,609 barrels of the daily output, decrease of 3,171 barrels from the previous week.

RANGE OF AUTO MOTIVE STOCKS

NEW YORK STOCK MARKET									
Previous, 1925	High	Low	Div.	Adv.	Decl.	Stable	High	Low	Close
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2

NEW YORK CURE MARKET									
Previous, 1925	High	Low	Div.	Adv.	Decl.	Stable	High	Low	Close
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2

BOSTON									
Previous, 1925	High	Low	Div.	Adv.	Decl.	Stable	High	Low	Close
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2

CLEVELAND									
Previous, 1925	High	Low	Div.	Adv.	Decl.	Stable	High	Low	Close
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2

IRON AND STEEL SCRAP									
Previous, 1925	High	Low	Div.	Adv.	Decl.	Stable	High	Low	Close
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2

MILL PRODUCTS									
Previous, 1925	High	Low	Div.	Adv.	Decl.	Stable	High	Low	Close
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2

SEAMLESS TUBING									
Previous, 1925	High	Low	Div.	Adv.	Decl.	Stable	High	Low	Close
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2

RODS									
Previous, 1925	High	Low	Div.	Adv.	Decl.	Stable	High	Low	Close
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2

OLD METALS									
Previous, 1925	High	Low	Div.	Adv.	Decl.	Stable	High	Low	Close
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2
20 1/2	13 1/2	13 1/2	1	Advance Rumely	100	18 1/2	18 1/2	18 1/2	18 1/2

SEAMLESS TUBING			CRUDE PRICES AT WELLS		
High brass		a24.00	EASTERN—	Penn. grade oil	
Copper		a25.00	Penn. grade oil	in Buckeye P.	
RODS			Line Co. lines	\$2.80	
High brass (round % to 2½ in.)	17½a	...	Co. lines	...	1.95
Copper rods, round,	22½a	...	Bradford District	oil in Nat.	1.75
OLD METALS			Trans. Co. lines	3.15	2.25
					1.20
					2.25
					1.20

Equipment News

NEW BUILDING

Utica, N. Y., Oct. 27.—The contract has been granted for an addition to the Powell muffler factory here of a two story building. The Powell Muffler Company has distributors in practically all of the large cities. The new building will be ready for operation by January 1 and will greatly enlarge the capacity of the plant for the production of replacement mufflers.

NEW MANUFACTURER

Maywood, Ill., Oct. 27.—Hainsworth automotive products, formerly manufactured by the Maywood Machine Works, Inc., will from now on be manufactured by Hainsworth & Co., located at 1301 South 1st Ave., Maywood.

PROTECT PATENT

Corunna, Mich., Oct. 27.—The Weatherproof Body Corporation, manufacturers of sliding windows and curtains for passenger cars, truck cabs and truck bodies, have brought suit against a competing company, claiming infringements of its patents. The number of the particular patent involved is 1,523,704, issued January 20, 1925, and covers construction of parts used in automotive bodies and truck cabs.

Keep step with the industry through the Automotive classified ads bring results.

New Wrenches In Williams Line

Buffalo, N. Y., Oct. 27.—A new line of wrenches, made from chrome-molybdenum steel, has just been introduced by J. H. Williams & Co. Known as the "Superrench," these tools will supplement the Superior drop-forged wrenches of carbon steel.

The use of chrome-molybdenum makes possible far stronger tools of lighter weight and thinner section, their narrow, pointed jaws giving efficient service in cramped quarters. The "Superrench" will strip the thread of any standard nut or break the bolt without spreading the jaws, officials state. All are warranted against breakage.

"Superrenches" are now available in four styles, all heat-treated:—

Engineers' pattern, double head, 15 degrees angle openings—a wrench with thinner and narrower jaws and generous length.

General Service "S" pattern, long and light, with unusual leverage.

Both the above patterns are furnished in nickel finish, with heads buffed bright.

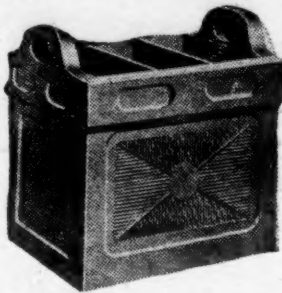
Construction pattern, single head, 15 degrees angle opening.

Structural pattern, single head, straight opening, offset handle.

The construction and structural patterns have tang on end of

Shop Equipment

RUB-TEX BATTERY BOX



Of solid rubber construction, the Rub-Tex battery box, made by the Rub-Tex Products, Inc., Indianapolis, combines jars and box in one unit. It is said to have high tensile strength and superior insulation qualities, and cannot become acid-eaten or water-soaked.

The handle is thick and strong and is reinforced by a heavy steel wire running through it and across the entire end of the box. It is built so as to have the same cell size as B jars, and in these sizes: 6 volt, 11 plate; 6 volt, 13 plate, and 12 volt, 7 plate.

handle for bringing bolt holes into line. They are especially treated to prevent corrosion in outdoor service, giving them a silvery gray finish, guaranteed not to scale, chip or crack. They are said to be thoroughly rust proof.

Allot Auto Show Spaces For Parts—Accessories

NEW YORK, Oct. 27.—Nearly 100 manufacturers of motors, parts, accessories and service equipment have been assigned space in the National Automobile Shows of 1926 in the first allotment just made by the Motor and Accessory Manufacturers Association.

Exhibiting members of the M. A. M. A. represent virtually all products of the industry except completed vehicles. Some of the exhibitors are numbered among the largest companies of the industry, and several have shown in every one of the national exhibitions held since the first shows were staged in New York and Chicago in 1900.

The M. A. M. A. co-operates with the National Automobile Chamber of Commerce, which conducts the show on behalf of its car manufacturing members. The association promotes the show for its members, assigns the spaces and during the latter part of the year works with the N. A. C. C. in promoting trade attendance.

Additional allotments to M. A. M. A. members will be made between now and show time. The first allotment includes the following companies, the majority exhibiting in both shows, some in New York only and a small number in Chicago only.

A. C. Spark Plug Co.
Spark plugs, speedometers, air cleaners, car heaters, oil filters, mufflers.

Aluminum Company of America
Fabricated forms of aluminum and magnesium.

American Auto Lamp Company, Inc.

Lamps and specialties.

American Chain Company

Tire chains, bumpers, cotter keys, jacks, etc.

Arrow Head Steel Products Company

Pistons, pins, shafts.

Automobile Equipment Mfg. Corporation

Balloon bumpers.

Bendix Corporation

Brakes for automotive vehicles.

The Biffex Corporation

Bumpers.

The Borg and Beck Company

Clutches.

Budd, Edward G. Manufacturing Company

Automobile bodies and stampings.

Budd Wheel Company

Wheels.

Bunting Brass and Bronze Company

Bushings and bearings.

Byrne Kingston & Co.

Carburetors, oil filters, governors, gas filters, oil aerators, vacuum tanks, etc.

C. G. Spring and Bumper Company

Bus and car bumpers.

Carr Fastener Company

Fasteners and high-pressure lubricators.

Carter, George R. Company

Auto trimmings and bindings.

Champion Pneumatic Machinery Company

Air compressors.

Connecticut Automotive Specialties Co.

Cigar lighters, speedometer parts, vacuum tank floats.

The Continental Company

Shock absorbers.

Continental Motors Corporation

Gasoline motors.

The Cuno Engineering Corporation

Automobile clear lighters.

The Dayton Steel Foundry Company

Steel wheels for cars, trucks and buses.

Duckworth Chain and Manufacturing Company

Silent timing chains.

Dunhameter Corporation

Heat indicators, step plates.

Dunning Compressor Company

Air compressors.

The Eberhard Manufacturing Company

Auto hardware, hinges, lamp brackets, auxiliary seats, irons.

Eclipse Machine Company

Bendix drives and parts.

J. H. Faw Company

Cables, fuses, tools, parts, electrical fittings, lamps.

Federal Mogul Corporation

Engine bearings, bushings and bearing metals.

Federal Pressed Steel Company

Automobile bumpers and steel stampings.

Folberth Auto Specialty Company

Automatic windshield cleaner.

The Fulton Company

Crank case repair arms, steering wheels, exhaust horns, dash controls, etc.

Gabriel Snubber Manufacturing Company

Snubbers.

Gemmer Manufacturing Company

Steering gears.

General Electric Company

Rectifiers and gears.

Halladay Company, L. P.

Bumpers.

Hartford, Edward V., Inc.

Shock absorbers.

Hassler, Robert H., Inc.

Stabilizers.

Hercules Motors Corporation

Heavy duty internal combustion gasoline engines.

Ernest Holmes Company

Automobile wreckers and shop equipment.

Houde Engineering Corporation

Hydraulic shock absorbers, spring protectors.

Imperial Brass Manufacturing Company

Gasoline fittings, step plates, garage tools.

Kokomo Electric Company

Magnetos, car heaters, coils, plugs, battery ignition, etc.

Illinois Iron and Bolt Company.

Heaters and shock absorbers.

Larkin Automotive Parts Company.

High pressure chassis.

Lubricating devices.

Light Mfg. and Foundry Company

Aluminum, brass and bronze castings.

Lovejoy Manufacturing Company.

Hydraulic shock absorbers.

Link-Belt Company.

Silent chains, front end drives.

Malco Products Corporation.

Automatic and hand type windshield cleaners and vacuum cleaners.

Marko Storage Battery Company.

Storage batteries.

Metal Stamping Company.



A New General Motors Automobile

To the Automobile Dealers of America

THROUGH the Oakland Division, General Motors will shortly announce an entirely new automobile.

This newest member of a famous family will be the fruit of the resources, engineering skill and manufacturing experience gained by General Motors in more than seventeen years of leadership.

It will combine elements of appearance, performance, and engineering design which will win for it immediate public acceptance.

It will be built by Oakland and distributed as companion to the present Oakland Six.

This double franchise promises to become one of the most profitable in the industry.

Every automobile dealer in America—regardless of size, location or present affiliation—is invited to write at once for complete details. Address Oakland Motor Car Company, Pontiac, Michigan.

Accessory News

FALL PROSPECTS GOOD

Kansas City, Oct. 27.—Fall prospects are so encouraging that the Western Auto Supply Company, which operates 20 stores in the Middle West, West and Northwest, has placed an order for 4,000,000 catalogs. The headquarters of the company is in Kansas City. All kinds of accessories, tires and motor parts are sold by the company. A mail order business is operated as well as retail stores.

IN PORTLAND BRANCH

Portland, Ore., Oct. 27.—Chester J. Chastek, who has for the last four years been office manager of the Seattle branch of the R. M. Hollingshead Company, manufacturers and distributors of Whiz auto products, has been appointed manager of the Portland branch. The territory governed by the Portland branch includes the entire state of Oregon, southern Idaho and the southwestern counties of Washington.

HODES TO BUILD

Portland, Ore., Oct. 27.—David Hodes, automotive equipment dealer, has purchased a half block on the north side of East Market Street, between Grand and Union Avenues, and announces that he will build a structure costing \$50,000. The consideration on the ground was not given, but the property previously changed hands at \$30,000.

Spring bumpers, radiator shutters, windshield wipers, accessories.
Monarch Bumper Manufacturing Company.
Automobile bumpers and fender guards.
The Moto-Meter Company, Inc.
Motor heat indicators.
Motor Improvements, Inc.
Oil purifying systems (Purolator).
New Era Spring and Specialty Company.
Spring bumpers, warning signals, tire carriers, auto springs.
Pennsylvania Piston Ring Company.
Piston rings and visors.
Perfection Heater and Mfg. Company.
Automobile heaters, carburetors and manifolds.
Pines Winterfront Company.
Radiator shutters, spare tire and disc wheel locks, bumpers and heaters.
Praft, William E. Mfg. Company.
Tanks, luggage carriers, bearings, wrenches.
Protectolite Company, Inc.
Protectolite-automobile road lamp.
Pyrene Manufacturing Company.
Tire chains, fire extinguishers, radiator freeze-proof solution.
The Ramspring Bumper Company.
Bumpers.
Rex Manufacturing Company.
Tops and enclosures.
Ross Gear and Tool Company.
Steering gears.
A. Schrader's Son, Inc.
Tire valves, tire gauges and tire valve accessories.
Sherwin-Williams Company.
Metal panels.
Skinner Automotive Device Company, Inc.
Oil rectifying systems.
Smith Wheel, Inc.
Cast metal wheels.
Stewart Warner Speedometer Corp.
Speedometer, vacuum tanks, spotlights, bumpers, carburetors, condensers, shock absorbers, etc.
Stover Signal Engineering Company.
Automobile signals and accessories.
Stromberg Motor Devices Co.
Carburetors, shock absorbers, windshield wipers, gasoline strainers, air cleaners.
Thompson Research, Inc.
Device for eliminating carbon monoxide.
Titelux Metal Hose Company.
All-metal tubing for flexible gasoline, oil and water lines.
Tonneau Shield Company, Inc.
Rear seat windshields and side wings.
Trico Products Corp.
Automatic windshield cleaners, hand operated cleaners, wind deflectors, rear view mirrors.
United States Chain and Forging Company.
Tire chains, bumpers, shroud chains, repair links.
U. S. E. Corporation.
Automobile bumpers and windshield wipers.
Vacuum Oil Company.
Gargoyle Mobilol.
Veeder Manufacturing Company.
Hubometers, counters, etc.
Watson, John Warren Company.
Stabilizers, recoil brakes for automobile springs.
Waukesha Motor Company.
Gasoline engines.
Wellston Manufacturing Company.
Steel auto parts cases and accessory stands.
Westhouse Electric and Mfg. Company.
Gears and battery chargers.
Whitney Manufacturing Company.
Silent chains and sprockets for motor front end drives.
Wire Wheel Corporation of America.
Wire and disc wheels and parts of same.
Wyman-Gordon Company.
Crankshaft forgings.
Yellow Jack-It Manufacturing Company.
Garage equipment.

Snubbers, Heaters and Chains in Week's Demand

TORONTO, Oct. 27 (U. T. P. S.).—Interviews with prominent automotive men in this city, which is the hub of the motor business for this part of Canada, show that the accessory business is not only at about the peak of sales volume for the present season but also is at the top point in automotive accessory history for the autumn.

This was emphasized by H. C. Hughes, buyer for Lee-Powell, Ltd., Studebaker, who states that the accessory business, which has been steadily improving for the last two years, is now at the highest point in the history of the business, and that, although the month of October is always a good sales period, October of this year is distinctly ahead of last year. He stated, also, that the good accessory business now prevailing would continue.

During last week, although practically all accessory lines have been active, the chief calls have been for tonneau heaters, engine heaters, radiator shutters, chains and anti-freeze. There has been a big demand for snubbers. A goodly number of inquiries is also reported for the trigger type of spotlight.

It is stated that the sale of automobile accessories will be even more markedly accelerated by the manufacturers of automobiles reducing the prices of their cars and dropping the equipment. A movement in that direction is reported to be taking place now, the start having been made two months ago, and this will favorably affect the accessory department of the automotive business, it is said.

That business conditions in the automotive accessory line were better in Toronto now than they were at this time last year was also affirmed by A. E. Winston, another leading accessory dealer, who said that this statement applies to all kinds of automotive accessories. He reported that there would be a very large sale in Toronto if a moderate-priced anti-glare light was put on the market.

DAVENPORT, IA.

Davenport, Ia., Oct. 27.—Accessory men in southeastern Iowa are getting set for one of the biggest years in the last half decade, dealers and jobbers of this vicinity reported this week, as the early fall trade began to swing into winter equipment buying.

The Iowa farmer, upon whom retailers in every line in this state are depending for a trade revival, hasn't yet come into the store to stock up. Accessory men aren't worried about this condition, for the farmer trade to them is just like the farmer's corn—it's in the crib, safe from frost and only waiting a satisfactory market turn. As soon as the farmer begins to realize on his summer crops, the accessory dealer's stocks will move.

Winter tops, heaters, non-freeze mixtures, of which alcohol is still far and away the leader, are expected to reach record tops in the accessory sales sheets during the next few weeks. Salesmen on the road, supplying the smaller stores, are stocking heavy on these lines.

Business, on the whole, is satisfactory. It slumped during the spring and summer, when business was slack, but Iowa business has been materially influenced by the very favorable crops and prices, with the result that accessory men are getting a good share of the money being spent on cars.

WACO, TEX.

Waco, Tex., Oct. 27.—A week's rain total of four inches caused local accessory dealers to dig out tire chains and display them prominently in their show windows here. The first norther of the fall also was the occasion for a display of a varied assortment of radio sets, auto heaters and windshield wipers.

Gross sales for the week indicated the flush in business caused by the same cold wave. Business is no better than it was a year ago, but it is just as good—last

Planning to Produce Synthetic Gasoline

Philadelphia, Oct. 27 (U. T. P. S.).—A number of concerns are preparing to enter the synthetic gasoline manufacturing industry, especially methanol and synthol, the latter a German invention.

The E. I. du Pont de Nemours Company of Wilmington, Del., is erecting a large plant for its production at Clinchfield, W. Va., in the heart of the bituminous coal region, and will sell its output to the Standard Oil Company.

LIGHT OILS IN EARLY DEMAND

Dubuque, Ia., Oct. 27.—A demand for light oil for cold-weather use and for winter gear compounds is being experienced by local dealers in oils and auto supplies. One dealer reports that the demand for these supplies is earlier than it has been for many years, although the cold weather being experienced in this section at the present time is entirely seasonal.

GAS AT 21 CENTS

Hartford, Conn., Oct. 27.—Although New York interests look for a drop in the price of gasoline because of weakness in the California market and the declining tendency in both the mid-continent and gulf markets, there are no indications of a price cut in the local market, according to dealers. The present retail price, including the state tax, is 21 cents per gallon.

HOUSE ORGAN

Buffalo, N. Y., Oct. 27.—The Enterprise Oil Company, this city, makers of Duplex Oil and Kasson Waterproof Grease, will begin publication of a dealers' house magazine next month.

NON-SKID DEVICE

Portland, Ore., Oct. 27 (U. T. P. S.).—John W. Adkins and Ernest E. Grabner have been granted a patent on a non-skid device employing sand as a preventive. The idea, while an old one, embraces a new application through novel construction of the sand box mounted below the running board.

BUYS TRIANGLE GARAGE

Belvidere, Ill., Oct. 27.—Harry H. Collier, Rockford auto dealer, has purchased the Triangle garage building from Franklyn W. Bauer of Rockford, who only recently acquired the business from Andrews & Beckington. Collier takes possession November 1.

AUTOMOTIVE SERVICE

Boston, Oct. 27.—The Automotive Service and Engineering Company has opened for business at 87 Church St., Boston, under the management of John J. McCarthy, Vincent Fanuele and Frank A. Hannan.

year was the best on record in the automotive line.

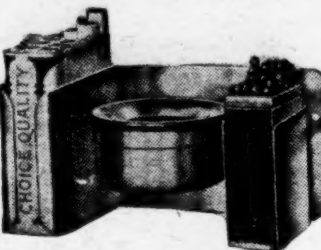
Recent price cutting in new car models has not yet produced an appreciable effect on accessory sales here, according to local dealers.

"Fords are our greatest market," said one dealer. "And the price for them is just the same, and there is still the same opportunity to dress them up."

Lock steering wheels, foot accelerators, chains, bumpers for Fords, and Klaxon horns find a ready sale here. Stock locally is slightly below what it was a year ago.

New Accessories

IMPROVED SMOKING SET



The Improved Gauge Manufacturing Company, Syracuse, N. Y., has added to its line of accessories a smoking set known as the Improved Automobile Smoking Set. It is made of brass, nickel plated, and is designed for use with both open and closed cars.

The set consists of a cigarette holder on the left, an ash tray in the center and a match box holder on the right, all combined in one unit, taking up but little space.

Price, \$2.

NEW OIL STATION

St. Paul, Minn., Oct. 27.—The Standard Oil Company of Indiana has purchased for \$10,000 property at the intersection of Lincoln and Union Avenues, Fergus Falls, Minn., and will proceed with erection of an oil station.

Accessory Sales in New Haven Leap

New Haven, Conn., Oct. 27.—Gross sales volume for the week just closed in the automobile accessory line in this territory increased from 5 to 15 per cent, a survey of the local accessory and supply stores shows.

"The recent price-slashing campaign carried on by many of the automobile manufacturers certainly has helped our business considerably," said Samuel Schwartz, one of the largest accessory dealers in this state.

"Automatic windshield wipers, batteries and blanket sales have jumped our sales for the year 5 to 10 per cent. over last year's and we expect to do even better in our accessory line," said Joseph Creamer, head of the sales department in the Horton-Gallo-Creamer Company of this city.

All in all, a careful canvass of the local accessory dealers reveals the pleasing information that business prospects in this territory during the coming winter are exceptionally good.

ADD NEW GARAGE

Philadelphia, Pa., Oct. 27 (U. T. P. S.).—The U. S. M. C. Garage has just added a new building to its string of garages in this city.

A. A. S. C. OF ST. LOUIS DETERMINING CHARGES FOR BATTERY SERVICE

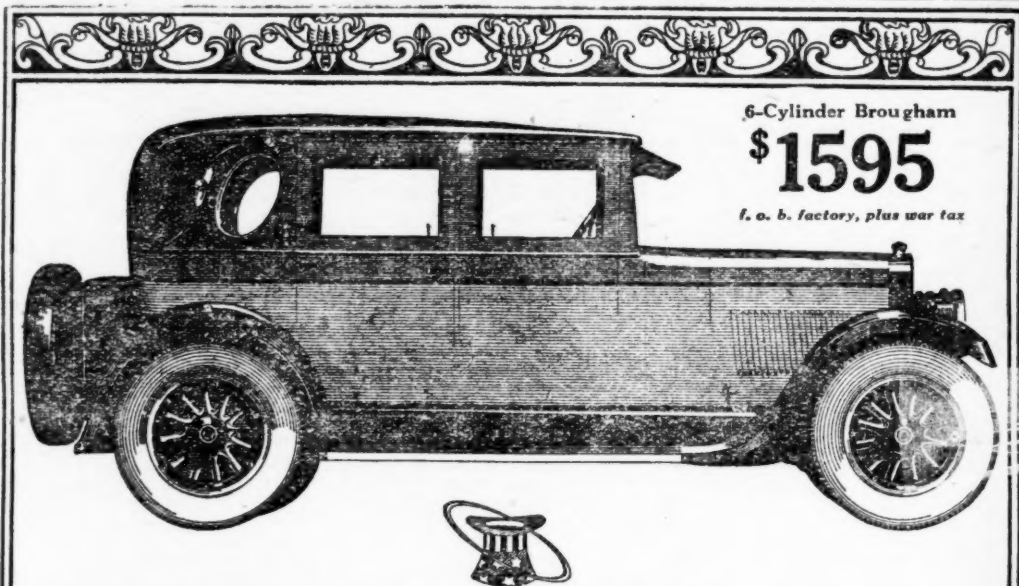
St. Louis, Oct. 27.—Methods of determining charges for battery service are being ascertained through questionnaires sent to members of the Associated Automobile Service Companies of St. Louis.

Among the data thus obtained are included the cost of taking out and replacing the battery, the cost of current, the proper proportion of the overhead, the cost of distilled water, the time applied in unproductive contact with the customer, and other costs.

It was generally agreed that the actual cost of recharging a six-volt, thirteen-plate battery was not less than 80 cents, and in most instances would reach 85 cents.

UNDER NEW NAME

Rochester, N. Y., Oct. 27 (U. T. P. S.).—Ackes, Baker & Gliewe, Inc., is the new name of the Mutual Auto Supply Company, which for ten years has served the automotive trade here as general automotive jobbers. Officers of the new corporation are Edward F. Ackes, president; Chester J. Baker, vice-president, and Edwin H. Gliewe, secretary and treasurer.



6-Cylinder Brougham
\$1595

f. o. b. factory, plus war tax

This Is The Age Of Performance

Time was, when folk bought motor cars on the say-so of the salesman and on mere outward appearance.

More recently, the better informed made their selections on mechanical points as they could see them by lifting the hood and examining a stripped chassis.

But this—this is the age of performance.

On the performance of the car itself the motorist of today discards many and chooses one for his own. And you will demand a degree and a phase of performance greater than you have previously enjoyed.

You are entitled to it—for engineering has made wonderful strides since the war.

And one group of engineers has consistently held the leadership.

Those are the men who have designed and built Rickenbackers.

As your standard for performance—as your yard stick by which to measure other cars you are offered, take the new—the latest Rickenbacker model.

Insist that under all conditions, the other car match this wonder-car in performance.

Accept no other argument—just remind them that the world is moving fast and that you intend to keep up.

This is the age of performance.

Having compared performance—and not till then—compare prices.

You will find that, at the new prices this new 4-door Brougham, is the world's most sensational value.

RICKENBACKER MOTOR COMPANY, DETROIT, MICHIGAN

Famous "Six" Prices				Vertical "Eight" Prices			
Phaeton	-	-	\$1495	Phaeton	-	-	\$1995
Brougham	-	-	1595	Brougham	-	-	1995
Roadster	-	-	1595	Roadster	-	-	1995
Coupe-Roadster	-	-	1695	Coupe-Roadster	-	-	2095
Sedan	-	-	1795	Sedan	-	-	2195
De Luxe Coupe	-	-	1995	De Luxe Coupe	-	-	2320

f. o. b. factory—plus war tax

Rickenbacker

A • CAR • WORTHY • OF • ITS • NAME

Many Plans of Paying Salesmen Are in Use

This is the second of a series of reports regarding the opinion of automobile dealers on the subject of salesmen's salaries, bonus systems and sales contests.

CEDAR RAPIDS, IA., Oct. 27.—Small salary and moderate commissions seem to be the ideal condition for new car salesmen in this locality. The consensus of opinion throughout motor row is for this method of handling the situation. There is the occasional salesman who prefers to go along on commission alone—and he is usually the fellow who produces the most business, but that is a normal condition in any line of business.

Opinions are divided on the advisability of maintaining exclusive prospect lists, though all of the agencies do this to a greater degree than they appear to think.

Sales contests depend largely upon the particular car involved as to whether they are used, are valuable, or are not considered at all. The Ford agency has proved that they are of great value, while the Buick and Oakland agencies prefer to depend upon straight selling to put over their increased sales volume.

In salesman handling in the Rude Auto Company, Ford dealers, C. H. Schukel, sales manager, has found it works best to pay a small salary and commission, finding that they are more anxious to secure the extra money that comes from new car sales than if they were on straight commission. On the other hand, with straight salary there is a tendency to lag, and with straight commission to work intermittently, feeling that the salesman is his own boss when on commission. The method tends to keep the organization on its toes at all times.

Special prizes for topping the sales list and the working of special sales teams during seasonal drives has worked exceptionally well for this company, and the success has been remarkable. The last big team sales contest, which was conducted in August, brought the new car sale up to over 100 cars for the month.

Both R. D. Smith of the Rapids Chevrolet Company, and L. A. Millap of the Hupmobile Company, oppose special bonuses and sales contests, believing in a definite sales campaign twelve months in the year brings in the most desirable results. In all of the local sales agencies small salaries and commissions are the sole methods of salesman pay, and have worked out to good advantage for all concerned.

KANSAS CITY

Kansas City, Oct. 27.—Every known plan of paying motor car salesmen—with variations—is used by Kansas City motor car dealers. Salary and commission, drawing account and commission and straight commission-plans are used by almost every motor dealer here. "We have some men who will work only on a straight commission basis, others that we are willing to give a salary and commission and others that we feel justified in allowing a drawing account." That was the way one sales manager, who refused to allow his name to be used, stated his company's policy. "I know of no motor dealer in Kansas City that hasn't the same policy," he added.

Some motor firms limit the territory of their salesmen to a certain degree, but most firms take their prospect list and divide it up with their salesmen. Each salesman generally is allowed to handle new prospects he finds, regardless of where he lives.

Straight salaries virtually are unknown among motor car salesmen here.

Dealers of Country To Exchange Data

Beaver, Pa., Oct. 27.—Starting with a meeting yesterday, the Associated Automobile Merchants of Beaver county inaugurated their new plan of reporting by member dealers of the used cars on hand, number of open cars, number of closed cars, number of each type sold the last week. By this plan dealers will regulate their own used car stock, determining whether to accept further used cars on trades by the extent of the cars of that type in the hands of all dealers in the association.

U. S. P. A. MEETING PLANS COMPLETE

First Annual Convention in Chicago Nov. 16-18

Special from A. D. N. Detroit Bureau
Detroit, Oct. 27.—Preliminary plans for the first annual convention and exhibit of the National Standard Parts Association, to be held at Chicago November 16-18, are practically complete. Arthur T. Haugh, Buffalo, N. Y., is president of the organization.



According to Thomas R. Walton, sales manager James Motor Valve Company, Detroit, who is a director of the N. S. P. A., the convention will bring together representatives of motor parts manufacturers and jobbers whose annual business amounts to approximately a billion dollars. It is expected that 150 delegates and alternates will attend the convention, while a big attendance of exhibitors is already assured.

Immediately following the convention there will be a drive to enroll every manufacturer of automobile parts in this country as a member of the N. S. P. A. Many jobbers of importance are already carried on the membership lists.

C. B. Fraser, secretary of the organization, announces that 70 per cent. of the display space available for the exhibit has already been taken by manufacturers and jobbers of automobile parts.

AUTOMOBILE DEALER ADDRESSES MERCHANTS

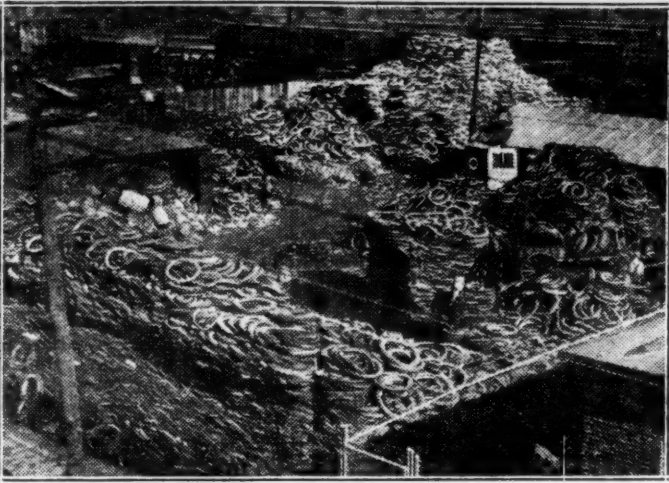
Atlanta, Ga., Oct. 27.—Robert M. Martin, president of the Martin-Nash Motor Company of Atlanta, was the principal speaker at a meeting of Southeastern retail merchants in Atlanta last Friday night.

Mr. Martin is a former Southeastern director of the Automobile Dealers' Association and is now the head of the Nash distributing agency which stands second in the United States in point of sales for the current month and last month.

GERMANTOWN AUTO SHOW IS SUCCESS

Philadelphia, Pa., Oct. 27 (U. T. P. S.).—The Germantown Automobile Dealers' Association, Inc., has closed its third annual automobile show, which proved profitable from the points of sales and orders. The event took place on Rittenhouse street, east of Greene street. Fifteen different makes of cars were exhibited by ten Germantown dealers.

THE LARGEST PILE OF OLD AUTO TIRES in the world lies in the Feinberg Rubber Yards, Cambridge, Mass., where thousands of them are cut up and melted down for their rubber every day.



(Photo by Underwood & Underwood)

TRUCK SALES IN BUFFALO INCREASE

Buffalo, Oct. 27.—Throughout the commercial car industry of this city a spirit of optimism is prevailing, based on present sales and inquiries for the future. Business in this city seems to be on the up-grade at last, and many businesses that have been putting off buying needed equipment for a long time.

Fruit growers in the Niagara fruit belt have had a fairly profitable season, and many of these are now in the market for new truck equipment. A large number of the orders taken in the last couple of weeks by Buffalo distributors were from the fruit section. Farmers are also buying now, although the general farmer does not seem to be so prosperous as the fruit specialist.

Market men of the city are prominent among the commercial truck buyers of the present moment, which is perhaps a reflection of the fruit growers' prosperity, inasmuch as most of the fruit sold locally passes through the city's numerous wholesale and retail markets.

However, one reason for the present healthy condition of the commercial car market, according to most dealers interviewed, is the more aggressive salesmanship employed since last spring. Many local distributors have this year strengthened and emphasized their service departments with excellent results.

Another reason for the strong demand of the last week or two has been the fact that this is the time of the year when many business houses and manufacturers check up their truck department and replace all machines that seem likely not to last through the rough weather of the winter ahead.

Ford distributors report that they are having no present trouble in getting trucks and are able to sell for immediate delivery. Commercial Trucks, L. H. Timmerman, manager, reports excellent results from a recent newspaper advertising campaign. Stewart dealers are experiencing a very strong demand.

PORTLAND TO HAVE NEW TRUCK SERVICE STATION

Portland, Ore., Oct. 27.—What is expected to be the most complete motor truck service establishment on the entire Pacific Coast will be built soon in Portland by Wentworth & Irwin, Inc., GMC distributors. A site was recently purchased at a figure approximating \$65,000. Wentworth & Irwin's investment in the ground and contemplated improvement will total between \$125,000 and \$150,000, according to the set of plans chosen for the structure. In the event that a two-story building is decided upon, that branch of the company's plant will utilize 30,000 square feet of floor space, or nearly three times its present area.

Town May Change Name to Fordson

Special from A. D. N. Detroit Bureau
Detroit, Oct. 27.—Gov. Alex. J. Groesbeck has approved a petition to amend the charter of the town of Springwells, changing the name to Fordson, in honor of Henry and Edsel Ford. A special election will be held in the near future to vote on the change. Springwells adjoins the city of Detroit on the southwest and is the site of the River Rouge activities of the Ford Motor Company, which include the manufacture of Fordson tractors.

Bus Activities

TRACTION LINE QUILTS

New Martinsville, W. Va., Oct. 27.—After operating twenty years between this city and Sistersville, the Sistersville & New Martinsville Traction Company has passed out of existence and cars have ceased to operate. The almost exclusive use of automobiles and motor buses between the two cities for the past two years as a means of transportation has made it impossible for the company to operate properly. The road bed of the old traction company will be widened and turned into a highway which will be hard-surfaced immediately.

BUS SERVICE OFFERED

Minneapolis, Oct. 27.—The street railway committee of the city council is considering the offer of the street railway company to operate buses on the basis of a return of 7 1/2 per cent. T. Julian McGill, vice-president of the company, has assured Alderman O. J. Turner, president of the council, that any surplus return from operation of buses would be credited to the company, thereby helping to reduce the cost of street railway service and keep the rate of street car fares as low as possible.

BUS REPLACES TROLLEY

Detroit, Oct. 27.—Another instance of the replacement of the electric trolley with the gasoline bus is furnished in a report from Tom O'Brien, Reo Motor Car Company, Lansing, that the Durham Public Service Company, Durham, N. C., has standardized on Reo buses and has placed an order for eight Reo-Payenters. They will be used for city service work.

CERTIFICATE GRANTED

Boston, Oct. 27.—The Department of Public Utilities has issued a certificate of public convenience and necessity to the Midland Coach Company to furnish passenger service from Springfield through Chicopee, Williamansett and Fairview to the South Hadley town line. The line is an interstate one, running from Springfield to Brattleboro, Vt. The granting of the certificate was opposed by both the Holyoke Street Railway and the Boston & Maine Railroad.

RAILROADS SEEK TO OUST TRUCKS

Both Sides Prepare for Prolonged Battle in Minnesota

ST. PAUL, Minn., Oct. 27.—Railroads and large truck companies throughout the state of Minnesota are whipping their forces into shape for battle.

The first clash is expected when the two meet before the Railway and Warehouse Commission at sessions that will be conducted throughout the state. After these preliminary skirmishes it is expected that the fight will be carried into court.

The steam lines, it is understood, seek to force the truck companies off the highways, and thus eliminate them from competition. The truck lines, on the other hand, propose to fight for continued operation.

The 1925 motor vehicle control act is the basis for the fight. Under this law the state commission has power over all commercial vehicles on the highways. The first intimation that the two forces were preparing for fight was given at Duluth last week.

The Cloquet Transfer Company, a small line there, was scheduled to be given a hearing before the commission. The Northern Pacific appeared to object. The hearing was postponed when, it is said, the large truck line operators displayed a marked disposition to stand the test in a group, with the railroads grouped in opposition.

Accordingly the truck operators probably will ask for hearings in a group with commission sessions conducted at various points. The major question, whether truck lines are necessary and convenient, will stand out in all cases.

The railroads will undertake to show that these lines substitute for their service and that the act itself entitles them to protection from such encroachments. The truck operating companies likewise, as a blanket contention, will endeavor to show that their service is necessary to modern conduct of business and that they perform a service not furnished by steam lines.

Regardless of the findings of the commission, appeal will be taken to the courts for judicial interpretation of the act, establishing the rights of the two forms of freight service. The act provides for appeal to the state courts in case either party is aggrieved.

Small bus line applications were considered at Duluth hearings, but postponements were ordered on all of them. In one case a new feature was injected when lake transportation units entered opposition.

The first rate controversy in Minnesota since the passage of the bus control act developed at Virginia, where complaint was made that the Mesaba Railway Coach Company, which is operated by the electric line between Aurora and Gilbert, had increased rates to such an extent that in some cases they are doubled. The bus line operates in the same territory as the electric line from the Range Rapid Transit Company.

RULING ISSUED BY WIS. ON OUT-OF-STATE TRUCKS

Madison, Wis., Oct. 27.—All motor trucks engaged in the business of carrying goods for hire on public highways of the state coming in from neighboring states must carry a Wisconsin license, C. A. Erikson, deputy attorney general, ruled in an opinion to the district attorney of LaCrosse county. The enforcement act was passed by the last Legislature and was viewed at the time as a retaliatory measure against adjoining states, which require Wisconsin trucks to carry their licenses when engaged in hauling goods into these states.

Usual Fall Slump in Tires Thing of Past

CHARLOTTE, N. C., Oct. 27.—Recent price increases already have had their effect on the buying public and sales of automobile tires in this territory will be made in the face of competition with repaired casings for at least several months, according to leading retail dealers and managers here of tire manufacturers' branches.

The volume of sales is beginning to show a definite but proportionately small decline, though business as a whole continues generally good, according to spokesmen of seven factory branches here. Until a few weeks ago several of these branches experienced difficulty in obtaining sufficient stocks of the more popular sizes, but this condition now has been overcome to a large extent.

High-pressure tires are continuing to lead in volume of sales, according to some managers, while others report that their sales of low-pressure and balloon types are ahead.

While the retail dealers of this and nearby towns are experiencing a noticeable slump in new tire business, all of those reporting indicate that their repair shops are busy. A sharp increase has been shown in the number of pneumatic truck tires brought in for repairs.

The demand for tubes is steady, according to reports.

TOPEKA

Topeka, Kan., Oct. 27.—Tire business is now at a higher peak than at any time here in several years for the fall season, according to J. N. Holt of Holt & Son. He declares that improved roads are constantly increasing the number of cars that are kept in service the year round, and that with the exception of the tourist trade, tires will soon cease to be a seasonal commodity.

All Topeka dealers are more heavily stocked for this season of the year than ever before, and spring dating has nothing to do with it, they say. Prospects indicate one of the biggest winter trades in the history of the business, according to W. L. Porter.

WACO

Waco, Tex., Oct. 27.—A slowly but consistently rising sales record which topped that of last week, and which brought the month slightly above the same of last year, marked the past seven days in the sales end of the tire industry in central Texas, dealers report.

The percentage of balloon sales ranges from as low as 5 to as high as 25 per cent. Practically all of the remaining sales were with high pressure pneumatics, as there is but negligible demand for solid tires in this section.

The light car sizes are by far in greater demand. Chevrolet, Overland, Star and Ford tires represent about 60 per cent. of all sales, with Dodge sizes following. Stock is slightly below what it was at the same date last year. Prospects indicate a steady fall trade.

MONTREAL

Montreal, Oct. 27.—The Stevenson restriction plan was held responsible here for the rapid rise in the price of raw rubber over the last six months and consequently the increase in tire and rubber products prices, but the situation last week seems to have been the reverse. The announcement of a further advance in tire prices was the occasion for increased demand and consequently higher prices in the raw rubber markets.

In the Canadian market as well as a further general increase in tire prices has been announced. These are the manufacturers' prices, but a corresponding retail price adjustment is expected. It has been intimated that there will be a 5 per cent. increase on the clincher sizes, a 15 per cent. increase on the intermediate sizes and a rise of 20 per cent. on the heavier sizes. A general increase of 20 per cent. is expected on inner tubes.

Tire Notes

SALES FRANCHISE

Minneapolis, Oct. 27.—Joseph Mathey, head of the Mathey Tire and Supply Company, recently organized tire and accessory concern, has announced securing of a franchise for northwest sales and distribution of Pennsylvania Vacuum Cup tires. The company has a salesroom and service station at 119 South 10th St. The Mathey Company also recently secured the franchise for sale and distribution in the northwest of the Walden Fore-Light. Mathey says his company will feature servicing of automobile tires.

FIFTH BRANCH STORE

Los Angeles, Cal., Oct. 27.—Morton Schreiber, manager of the Los Angeles branch of the Oliver Tire and Rubber Company, announces the opening at San Diego of that company's fifth branch store. Arnold Edmonston of this city has been placed in charge of the San Diego store until a local manager has been appointed.

FORMER SALESMAN WED

Bloomington, Ill., Oct. 27.—William Leitch, for many years traveling salesman for the Hood Rubber Company, was married here recently to Miss Margaret Loar Hassler of this city. Immediately after the wedding they left for a wedding tour to Louisville and Nashville.

PRO AND CON ON SPRING DATING

Davenport, Ia., Oct. 27.—Tire dealers are practically unanimous in their approval of the abolishment of the spring dating practice, a survey of the leading dealers and jobbers disclosed this week, in Davenport, and across the state border in Rock Island and Moline, Ill.

Principal among the benefits to be derived from the month-by-month buying will be stabilization of the retailing of tires, they say. For this reason, if no other, they are in accord in accepting it. With fluctuating prices of the last few months and indications, in view of the 15 per cent. increase, that tires are still headed upward, they see in the cash-trade policy the elimination of the small tire merchant trading on the "long" side of the market.

New Haven, Conn., Oct. 26.—

"The abolishment of spring dating on tire orders and the 15 to 20 per cent. increase on tire prices which became effective here this week make the outlook for fall and winter tire sales look bad," says Edward J. Byron of the Byron Tire and Rubber Company of this city. "Most of the dealers, I believe, are like myself. We are only ordering as we need and our stock on hand during the next few months will as a result be way below the usual average."

George Smith of the Tire Shop, another large local tire distributor, is of the same opinion. Many other tire dealers in this section are considerably "het" up over the abolishment of spring dating.

It also seems to be the consensus here that the balloon tire field has been a big disappointment.

"Just now there are too many sizes in balloon tires," said A. N. Alderman, local tire distributor, "but with the new standardization sizes going into effect, I believe things will be better from the distributors' standpoint."

Buick Dealer for Spring Dating Ban

Dubuque, Ia., Oct. 27.—The abolishment of "spring dating" will prove a benefit to tire dealers, in the opinion of Charles J. Belsky of the Belsky Motor Company, Buick distributor in this territory. In the past, Mr. Belsky stated, it has been the tendency for dealers to take advantage of the spring dating system, and in many instances they overstocked.

Although tire manufacturers are bound to feel a slackening of their winter business, the final result of this step will be in the better interests of both tire dealers and manufacturers, Mr. Belsky said.

CONCERN CHANGES HANDS

Fayetteville, Ark., Oct. 27.—Howard Richardson and G. A. Sines have announced the purchase of the Gattis & London Tire Company, Goodyear dealers, here, from Fred M. Gattis and have taken charge. They will continue the business at the same location under the name of the Sines-Richardson Tire Company. Mr. Sines owns the Sines Auto Top Shop and will move this into the building with the tire firm.

Seiberling Rubber Co. Plans \$50,000 Addition

Akron, O., Oct. 27.—The Seiberling Rubber Company has contracted with the McMiller Construction Company for the erection of a \$50,000 addition to its plant and a small warehouse, officials have announced. The larger building will be used for storing finished products and will be adjacent to the Barberton factory. It will be two stories high of fireproof construction and will have a floor space of 19,200 square feet. The smaller building will be used for storing raw material. It will cost \$8,000. Continued heavy production through the fall months made the construction of additional storage buildings necessary, Seiberling officials said.

NEW FILLING STATION

Kansas City, Oct. 27.—The United Tire and Supply Company today opened its new store and gasoline filling station at 27th Street and McGee Trafficway. The company formerly operated a store and tire shop at 1809 Grand Avenue. The filling station operated in connection with the tire and supply store is one of the finest in Kansas City.

Overman Says 1924 Tire Prices Higher

New York, Oct. 27.—M. C. Overman, president of the Overman Cushion Tire Company, says that prices of tires in this country were from 10 to 15 per cent. lower than in 1924 if the great advance in crude rubber in the last six months was taken into consideration.

"A fair degree of stability may now be considered to have been reached in tire prices," said Mr. Overman. "Not only has a basic level in prices of the manufactured article been attained, but the easing of restrictions in the Stevenson plan, under which exports of crude rubber to this country are regulated, will materially improve conditions in this market. The situation carries no threat to the American public in their established position as a nation on wheels."

CAPITAL INCREASED

Massillon, Oct. 27 (U. T. P. S.).—At a recent stockholders' meeting at the offices of the company at Massillon it was voted to increase the original \$10,000 capital stock of the Hammond Rubber Company to \$25,000. R. C. Brandow is president and E. E. pany.

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18 Months Allowed for Payment in California

This is the sixth of a series of reports giving expressions of dealers in all parts of the country on further extension of time in which automobiles may be paid for.

SANTA ANA, Cal., Oct. 27.—Notwithstanding the fact that automobile dealers in metropolitan cities near here have extended their time payment limits to twenty-four and thirty months, the dealers of Orange county at present maintain an eighteen months time limit, according to a canvass of county automotive men.

"We fear the policy of an increased time limit adopted by the dealers in the neighboring metropolitan cities," H. A. Shugart, president of the Orange County Auto Trades Association, said, "and although there are a few dealers in our midst who would favor an extended time limit, our association has determined to stick to the present policy."

Mr. Shugart made it plain that the few who were in favor of an extended time limit were the small car dealers, whose product was purchased by the class of people which could better afford a longer time limit. "But the limit is general in Orange county," the association president added, "and all the dealers are standing united."

"Undoubtedly to spread the payment period over a longer time would increase the sales of higher priced cars also," he added, "but the extension would be hazardous for the dealer."

Commenting on the effect a longer time period would have on used cars, the association head, who is himself a dealer, said that the business would be ruined except where cars were sold on a dollar for dollar basis, the car being sold for its real value.

Maintaining that the present time limit here is not too long, Mr. Shugart said that if all the expensive car business in this country during the last year had been done on a seven months' basis the percentage of cars sold would not have been decreased.

Mr. Shugart said that if deferred payments were emphasized less in sales talks by dealers and manufacturers it is possible that the same amount of business could be secured with larger down payments and fewer months' time limit. "But," he added, "we have talked the 'one-third down' idea for so long that the buyer takes it for granted and is entirely satisfied."

SPOKANE, WASH.

Spokane, Wash., Oct. 27.—"The next step in competitive automobile selling is to reduce the charges on time contracts," declares August Johnson, general manager of the Transport and Johnson Motor companies, Spokane.

"This is clearly indicated in the announcement by General Motors of a reduction in its schedule of carrying charges, which went in effect September 24 at the Johnson Motor Company, applying to the sale of Oldsmobiles."

"Back of this movement is a new attitude toward time buying of cars, both on the part of bankers and the general public. Banks have found that the selling of cars on credit to proper parties is as logical and commendable as buying a house on that basis."

RECOVER 233 AUTOS OF 288 STOLEN

Special from A. D. N. Detroit Bureau
Detroit, Oct. 27.—The automobile squad of the Police Department for the week ended October 23 report 288 autos stolen and 233 recovered. Of the latter ten were for out-of-town owners.

SEEK HOME MARKET

London, Oct. 27 (U. T. P. S.).—Coventry, the English Detroit, has less unemployment than any city in the British Isles. Prospects of production during the winter months are good, and an attempt is to be made to secure something of a domestic monopoly for British automobiles.

Daily News.
Automotive Daily News

"Our Foreign Field"

U. S. DOMINATES ARGENTINE FIELD

Supplies Nearly All Of Automotive Demand

By JOHN D. LONG

New York, Oct. 27.—When seen in his office in the Argentine consulate, Consul General Enrique Danbaeg unfolded the facts concerning the remarkable dominance of the Argentine motor market by American automotive products.

"Last year we sold more passenger cars to Argentina than to any other country except Australia. We also sold Argentina more parts and accessories than to any other market save Canada, Denmark and Belgium."

"With approximately 150,000 motor vehicles, Argentina exceeds in the number of cars every other South American country both in the total and in the proportionate numbers as compared with population, having one motor vehicle to every 70 persons."

Figures given out by the Department of Commerce show that during the first seven months of this year we exported to Argentina 13,074 passenger cars and 501 trucks, valued respectively at \$8,629,896 and \$622,068.

"Practically the only cars used for passengers now sold in Argentina," said the consul general, "are American cars, produced in the United States. Out of 30,311 new cars registered in 1923, the last year for which we have complete figures, 29,653 were made in your country, 298 in Italy, 162 in France, 92 in Germany, 27 in Belgium and 22 in Spain, but what are the others as compared with those we import from you?"

In the motor truck market, however, there is no such disparity between our products and those of other countries. In the year that the consul general instanced we sold Argentina 224 motor trucks, but Germany sold 183, Italy 58, France 30 and Switzerland 24.

The Argentine tariff on motor vehicles is quite high, the import duty being 32 per cent. ad valorem. In the interview with Consul General Danbaeg, the question was raised as to whether such a high duty did not limit imports.

"You might think so," he replied, "but apparently purchases are continually increasing. You know," he said, "that your manufacturers in recent years have made marked price reductions, and that no doubt has worked to stimulate sales, notwithstanding the high import duty."

Most of Argentina has a temperate climate with about the same winter as our Carolinas experience. Consequently the country has an all-year climate for motorists. Once the country is as completely provided with good roads as it is with railways the market for motor vehicles will be increased ten-fold.

The following table shows our exports of motor vehicles, parts and accessories to Argentina for the past five years.

Year	Passenger Cars	Value	Trucks & Buses	Value	Value of Parts, etc.
1920	4,597	\$5,829,057	254	\$825,333	\$7,253,624
1921	6,173	\$50,391	24	70,111	3,658,276
1922	2,497	2,307,067	58	868,180	3,357,170
1923	6,645	5,304,722	188	278,835	3,475,085
1924	13,219	9,285,633	608	982,255	7,574,395
Canada	1,919	1,390,435			422,264

TRAFFIC PROBLEMS are not peculiar to America alone. Below is a fine general view showing the directional arrows painted in the Aldwych (London), for the Transport Ministry's traffic control experiment. It will be remembered that English vehicles keep always to the left. Right turns at this intersection are taboo.



(Photo by Photopress)

M. A. M. A. Surveys Practice In Accessory Samples

By NEAL G. ADAIR,
Manager, Educational Department,
M. A. M. A.

New York, Oct. 27.—The majority of parts and accessory manufacturers producing original equipment for cars and trucks furnish free samples to vehicle makers for test purposes, according to a survey just completed by the Motor and Accessory Manufacturers' Association. Almost invariably low cost samples and those taken out of regular stock are furnished without charge, and in many cases the vehicle manufacturer is not billed for specially made samples.

The survey revealed the fact that test parts making was a considerable item in the operating costs of virtually all parts and accessory makers supplying the vehicle building industry. It developed that there is some opinion among parts makers that the free sample practice should be curbed, but the majority opinion held that sampling was an effective sales promotion activity which would have to be continued under present competitive conditions.

The survey discovered a number of parts makers who, by close co-operation with their customers and, in some cases, with prospects, have been able to get the vehicle makers to share the costs of test parts production.

The prevailing practices of members in supplying sample parts were divided approximately as follows:—

No charge, 36 per cent.
No charge to customers and likely prospects in large volume production, 12 per cent.

Samples billed on memorandum with privilege of returning without charge, 12 per cent.

Samples specially made, billed at material and labor cost and rebated at regular production cost (if order is obtained), 27 per cent.
Flexible policy, with charge or no charge practice according to individual cases, 13 per cent.

It will be noted that the first three divisions, aggregating 60 per cent. of the members in the survey, make virtually no charge for test parts.

It will also be noted, as against the complaint of some manufacturers that it is impossible to pass sample charges on to vehicle makers, that 27 per cent. of the members in the survey have found a way to recover

some of their costs, though it was generally conceded that labor and material charges, without any allowance for executives' and engineers' time and for overhead, were considerably below the actual cost of the sample work.

The following facts stand out as a result of the survey:—

A parts maker trying to induce a vehicle manufacturer to adopt his product must expect to stand the expense of proving that his unit is equal or superior to the one already on the vehicle.

Under present competitive conditions the parts maker cannot expect compensation for samples taken out of regular stock nor in most cases for specially made samples where the cost is slight.

The parts maker in many cases can induce a regular customer desiring test parts for prospective new models to contribute toward the cost of these parts when they are specially made at considerable expense. In a majority of the cases reported such parts were billed on material and labor basis and later, if they were ordered on a quantity production basis, were rebilled at quantity production prices.

The parts maker can demonstrate to the vehicle maker the necessity of keeping the variety and quantity of samples at the lowest possible figures and frequently can successfully urge the fairness of the vehicle maker bearing a portion of sample cost. Some vehicle makers, according to the survey, have volunteered to pay for samples.

Vehicle makers who are not well established can be required to pay for test parts. Several parts makers bill samples to such prospects at full cost prices and one reported enforcement of a 50 per cent. advance payment for samples by vehicle makers whose financial standing was subject to question.

Parts makers may well take the trouble to keep cost accounts of sample production, charging it to sales promotion and watching it to see that aggregate figures do not get out of bounds.

Members desiring more detailed information regarding the sample price practices of any particular group of manufacturers may obtain the facts by application to this office.

GOOD RISKS

Richmond, Va., Oct. 27 (U. T. P. S.).—Automobile owners as a class are a good risk, according to figures secured by the Richmond Automotive Dealers' Association from the leading Richmond finance companies. These figures show that the average losses of these concerns were less than one-fifth of 1 per cent. over a period of years.

TRADE BETWEEN ITALY-U. S. GROWS

Conditions in Other Countries Reviewed By Bureau

Special from A. D. N. Washington Bureau

WASHINGTON, Oct. 27.—The steady gain in trade between Italy and the United States was continued in the first half of 1925, says Acting Commercial Attache A. A. Osborne, Rome, in a report to the Department of Commerce.

Only the lowest-priced American automobiles, however, can be sold extensively in Italy, owing to the well-developed local automotive industry and the protective import duties. Total imports of automobiles from the United States in this period, however, reached a value of 11,113,000 lire as against 3,030,000 lire in the first half of 1924, with the number of cars imported showing an equivalent advance.

The number of American motorcycles imported doubled, while the value showed a slightly greater advance to 7,206,000 lire as against 3,021,000 lire. This increase is not worthy in view of the keen competition with Italian and British motorcycles.

Advices state that the Mexican import duty on separate parts and primary material employed in the construction of automobiles and trucks, provided they are assembled in Mexico, will be reduced on November 16 to 5 per cent. ad valorem.

National and international systems of highways in the nations of North and South America are a prime necessity to the future social and economic relations between them, in the judgment of the delegates to the Pan-American Congress of Highways, just closed at Buenos Aires, according to cablegram to the Department of Commerce from Pyke Johnson, executive secretary of the United States delegation.

During the ten days the congress was in session, Johnson reported, all phases of modern transportation were discussed.

H. H. Rice of Detroit, chairman of the American mission, forecast the early development of highways throughout Latin America. This was based on his observations during his journey from the United States.

Thomas H. MacDonald, chief of the United States Bureau of Public Roads, stressed the importance of highways from the standpoint of the development of internal and foreign trade which, he said, is paying huge sums in excessive transportation costs, due to the lack of highway facilities. He used as an illustration the past experience of the United States.

The delegation sailed for Santos Brazil on the Principessa Mafalda. After visiting Rio de Janeiro and Sao Paulo, it will return to the United States, arriving in New York November 11.

NORTH DAKOTA REPORTS INCREASE IN MACHINE

Bismark, N. D., Oct. 27.—Total registration of motor vehicles for the state of North Dakota on September 30 was 141,144 cars, as compared with 117,050 for the twelve months of 1924, according to figures just released by the state registrar. This is an increase of 26 per cent. for the first nine months of 1925, over all of 1924. It is estimated that the close of the year should show a yearly increase of 33 per cent.

CALIFORNIA FEES GROW

Sacramento, Cal., Oct. 27.—Registration fees paid on motor vehicles and trailers in California now exceed the total of last year's figures by \$44,108, showing the extremely healthy condition of the motor industry in this state. Total registrations for 1925 to date are 1,394,867.

Expert Service Keeps Fleet Tire Business

Repair and Road Aid Given

Dealer's Service Gives Big Clients Utmost Mileage

TIRE specialists—that is the light in which the men of the R. C. Jones Tire Service Company, 1310-1314 Callowhill St., Philadelphia, regard themselves, and with reason. The company distributes United States truck tires and Norwalk tires and tubes, but it does more than sell this merchandise; it sells tire service of the most practical kind. It goes hard after such customers as the owners and operators of large industrial fleets and public utility corporations, gets them and keeps them on its list.

Proper Facilities

In the first place, it is prepared with the proper facilities for taking care of the needs of these important accounts. The sales organization is kept "pepped up" to obtain new customers and likewise the service force is kept on its toes to see that customers get the most mileage out of their tires under the easiest circumstances and under the most favorable conditions.

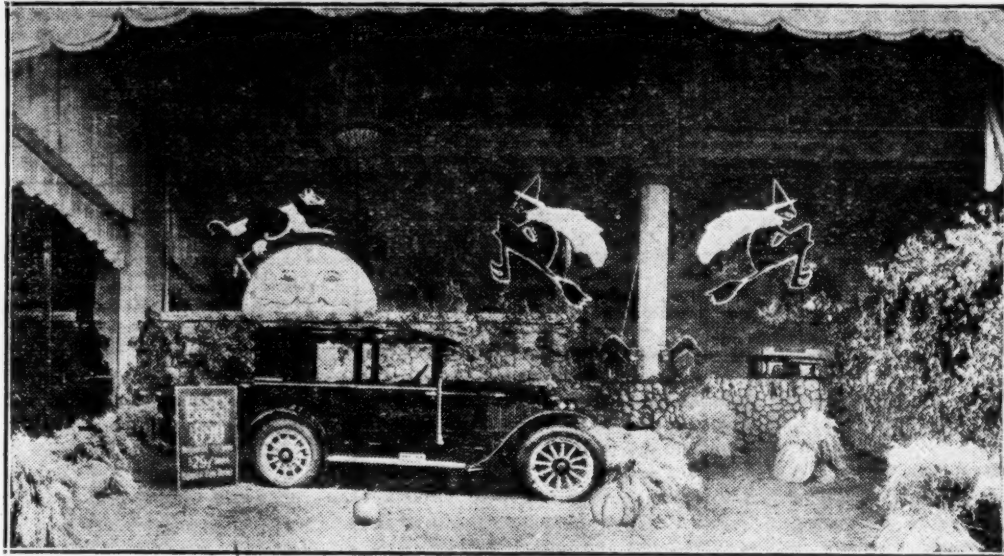
The building, just off the central portion of "Motor Row," is roomy and provided with a large drive-in garage at the rear, so that customers' vehicles may be kept off the streets and handy for quick service by the mechanics, who can thus work rapidly and uninterruptedly. Dismantling, regrooving and mounting are done on the first floor, in the rear of the executive offices. The equipment on this floor includes a big solid tire press and a regrooving machine that cuts anew the tread designs in worn-down solid tires.

On this floor, also, is a separate department for the storing of tires and tubes that have been repaired and are waiting for the owners. An unusual feature is a huge rack of many separate bins, or compartments for the repaired tubes for the smaller commercial accounts, which use pneumatic tires. Such customers ordinarily have numerous tubes waiting on this rack. When a tube gives out, the customer drives into the service station, purchases a new one and leaves the old one to be repaired.

Tube Repair

On the next occasion that a tube gives out, the customer takes away the repaired one instead of buying a new tube and leaves the damaged one for repair. Sometimes more than one tube gives out and after a while the customer has a number of tubes ready repaired and in shape to take away as desired. Each tube is tagged with the name and serial number of the customer and where the tire is left also, it is likewise tagged. There is an average of 500 repaired tubes on hand in this convenient rack. One big public utility corporation has had as many as 250 tubes here at one time. The handiness of the rack and the method of tagging permit the immediate finding of the customer's tube when desired. When a tire is repaired and the flap is no good, it is tied

Timely Display Draws Attention to Coach Model



THE FALL SEASON presents an opportunity for staging many attractive window displays. Here is one with a Halloween atmosphere prepared by the Twin City Motor Car Company, Hudson-Essex dealer, Minneapolis. The attractive appearance of the window, with its pumpkins, witches, imitation stone wall and autumn foliage, acts as a magnet to draw the attention of passers-by. Then, when they examine the display they cannot fail to notice the coach model prominently shown in the center with a placard beside it giving the delivered price.

THIS article gives an interesting account of how the R. C. Jones Tire Service Company, Philadelphia, insures the utmost mileage to its large fleet accounts by its well organized service. Other tire dealers who are trying to get a larger share of lucrative fleet business will find valuable pointers in this concern's methods.

to the tire, to show clearly its wornout condition.

A freight elevator connects this floor with the upper stories, permitting the quick dispatch of a removed tire to the large repair department on the second floor, as well as the stocking and removal of tires from the reserve stock room. There are eighteen employees of the company and five of these are repairmen, who work on this second floor. Here, in addition to the usual cutting-down and building-up tables, material racks and the like, this department's equipment includes four tire molds, up to eight inches, as well as tube plates, leak-testing pans, and large and ordinary-sized tire spreaders.

Expert Workmen

The repairmen working on vulcanizing and in other sections of the shop are experts of years' standing, and are guided by a foreman of wide experience. Speed and excellence of workmanship are very necessary in retaining the custom of large industrial and commercial concerns having many fleet units. The company has among its customers 90 per cent. of the city's meat dealers, the big electric power concern and a host of other important organizations.

Not the least important phase of the work is the operation of an efficient road service for customers, which is free of charge. The company maintains four service trucks, characteristically painted with black and white stripes, which have proved splendid advertisements. They have wire express bodies equipped with roll-up curtains of waterproof material, and an oval panel on each side bearing the name and address of the company.

Service Trucks

Each of these trucks is equipped with air compressor

Newark Dealers Form Huge Used Car Market

A GIGANTIC used car market has just been established in Newark, N. J., operating under the name of the Consolidated Used Car Market. The organization has taken over the entire second floor of the new public market building, centrally located, where room for over 900 cars is available.

Gordon B. Phillips, general manager, states that the Consolidated Used Car Market is the result of years of extensive study to perfect a vast sales plan for used cars, the paramount aim being to stabilize prices, guarantee quality and, above all, to inspire confidence in the buyer.

Those dealers who have given freely of both their time and money have so planned it that the same ethics, the same business integrity, combined with the same ideals of service, will prevail as are now considered an important part of the policies of every recognized new car dealer.

Before being permitted to be displayed for sale, each car is subjected to a most rigid test as to its mechanical condition, body work and general appearance. Nothing but high grade cars possessing a real intrinsic merchandising value, plus many miles of good unused transportation, will be displayed.

The market is run and operated on exactly the same scale as the average new car establish-

ment. A competent staff of specially trained used car salesmen is employed, a complete list of prospects kept on file and sales letters sent out at periodical intervals.

There are two to three hundred cars on hand at all times, the idea being to have the associated dealers send their used cars to the market for sale, rather than have them take up valuable space in the dealers' own places of business. The organization acts as a sort of authorized sales agency for these dealers.

The dealers who are co-operating in this Consolidated Used Car Market are among the most prominent in the city, and at the present writing include the following: Studebaker, Chevrolet, Hupmobile, Flint, Overland, Nash, Rickenbacker, Franklin, Oakland, Locomobile, and two well known finance organizations, namely, Hare & Chase and the Motor Finance Company.

Half and full page ads are being run in the daily papers, literature and catalogs distributed, and everything possible being done to keep the public informed as to what cars are on display. The men who are at the head of the organization are all well known in the local trade and have a reputation as being business men of unusual integrity—men whose names inspire confidence in the public.

NEW CAR SHOWN ON USED CAR LOT

C. B. Bellows, Inc., Long Beach, Cal., Dodge dealer, has discovered a unique way of featuring new Dodge cars on his used-car lot. In the front center of the lot he has erected a stucco building, glassed in on all four sides, in which he has on exhibition a new Dodge car at all times. The building is used exclusively for display purposes and is large enough only for one car.

It catches the eye of those who come to the lot primarily looking for used cars, but who may remain to buy a new Dodge.

Copy Is Linked With Games

THE Dunlop Tire and Rubber Corporation, Buffalo, is offering its distributors a newspaper advertising plan that has novelty, timeliness and is at the same time localized.

Electros are supplied the distributors for use in their local newspapers emphasizing the big football games played in any particular locality. These advertisements also emphasize the central idea of the Dunlop Company's national advertising, which is that every 2 1/2 seconds some one, somewhere in the world buys a Dunlop tire. From this fact, the Dunlop statisticians have figured out that in the official hour of playing time that applies to all football games exactly 1,596 Dunlop tires are purchased.

The electros provide a blank space where the names of the two teams playing the most important local game can be inserted when the advertisement is run. When the names are inserted the heading of the advertisement reads: "While Beat the world bought 1,596 more Dunlops."

Distributors receiving the electros are instructed to have them used in local newspapers immediately following the conclusion of the most important games in their respective localities, and for their guidance the Dunlop Company gives in the broadside accompanying the electros a list of important games to be played throughout the United States this year.

Free Parking for Own Make

Richard Drake, head of the service department of Wroten-Hundley Motor Company, Dodge distributor, San Antonio, announced this week that he has opened a new parking space for owners of Dodge cars in San Antonio.

This parking space is in the downtown district, near the theaters and big stores, close to the leading hotels and the main shopping district. It contains 10,000 square feet, or is 100 feet square. In this parking station any Dodge owner may park his car day or night without charge.

The new parking station is already in operation and Mr. Drake says in November he will open a service station adjoining the free parking grounds, where Dodge automobiles will be serviced by expert mechanics on a flat rate basis. Mr. Drake will confine his servicing to Dodge cars exclusively. He expects the free parking station, something badly needed in the congested district of the city, will be the big feeder for his service station.

The free parking scheme, in connection with the servicing of one make of cars, is said to be something of an innovation. Garagemen in San Antonio will watch the venture with interest.

AD FOR SQUEAKS BRINGS NEW CUSTOMERS

"Wanted! 500 Squeaks," was the headline in the advertisements of Bullard's Tire Shop, F. H. Hannaford, proprietor, Milford, Mass., last week. The advertisement attracted wide attention.

Mr. Hannaford, to increase the sale of the Wizard Lubricator, offered for one day only to take out 500 squeaks from the automobiles which were driven to his place of business. He offered to eliminate all body, fender and chassis squeaks and lubricate the springs of the automobiles, free of charge, for one day. He succeeded in bringing to his establishment hundreds of new customers.

Personal Paragraphs

Los Angeles, Cal., Oct. 27.—A new sales manager has been named for the Lynn C. Buxton organization, Stearns-Knight dealer. It is Robert J. Flynn.

Springfield, Mass., Oct. 27.—Announcement has been made of the marriage of Raymond Charles Donlin, automobile dealer and public garage proprietor, and Miss Lucy Elizabeth Clancy, both of Springfield.

Kansas City, Oct. 27.—J. O. Warner, general manager of the Indiana Truck Company's branch factory here, is in St. Louis opening up a new branch factory for his company.

Evansville, Ind., Oct. 27.—Walter A. Schnake, manager of the Schnake Electric Car Company, Franklin and Jewett dealer, has departed for Syracuse, N. Y., to visit the Franklin plant.

Philadelphia, Pa., Oct. 27 (U. T. P. S.).—James L. Sowden has been appointed retail sales manager for the Larson-Oldsmobile Company, Broad and Brown Streets,

of which Fred Seitz is general manager.

Little Rock, Ark., Oct. 27.—Joseph P. Johnson has joined the sales force of the Green Chevrolet Company, 411 West Capitol Ave. He is a battery expert.

Minot, N. Dak., Oct. 27.—Lawrence E. Eby, manager of the Pence Automobile Company here since 1918, has resigned and plans to enter business for himself either in Minot or California. He is a veteran automobile dealer and came here from Minneapolis in 1906.

Long Beach, Cal., Oct. 27.—J. K. Reed and Thomas F. Cummins, local managers of the Western Auto Supply Company, have returned from a three weeks' vacation to Havana, Cuba. They went by way of New Orleans.

Pontiac, Mich., Oct. 27.—C. J. Nephler of the Nephler-Oakland Company of this city has just been elected a director of the First National Bank. He was formerly sales manager of the Oakland Motor Car Company.

DEALER DOINGS

Santa Monica, Cal., Oct. 27.—A new car department has been opened at 1210 Santa Monica Boulevard, local automobile row, by Charles J. Carr, Bay District Franklin dealer, whose headquarters are at Main and Navy Streets, Venice.

New Castle, Pa., Oct. 27.—C. W. Cook's Sons, 9-15 South Main St., have been appointed local dealers for the Peerless automobiles. W. C. Reynolds is sales manager.

Batesville, Ark., Oct. 27.—The Batesville Motor Company, Broad Street, has taken the Chevrolet dealership.

Portland, Ore., Oct. 27.—The Mackenzie Motor Company closed lease recently for 40 by 60 feet of ground floor space at 104 North Broadway, to be used as an automobile salesroom, under the management of Arthur Mackenzie.

Langdon, N. D., Oct. 27.—J. F. Ramage & Son have secured the new Garage and will make extensive improvements in the building. They have the Ford dealership.

Philadelphia, Pa., Oct. 27 (U. T. P. S.).—S. Kalserman, 1502 Thompson St., has formed the Quaker City Velle Company, to handle Velle cars in this territory. He is in the automobile painting

business at the Thompson Street address.

Rochester, N. Y., Oct. 27 (U. T. P. S.).—The Denny Motor Company at Naples, near here, has been bought by Robert J. McCarthy of Smithport, Pa. He will conduct the business under the name of the Naples Motor Company. The company has a large showroom, machine shop, battery department and a complete line of accessories. There is also storage space for about 200 cars. It has the Ford franchise. On the sales staff are Melvin Babcock and Harold Ducclos.

McMinnville, Oct. 27 (U. T. P. S.).—E. M. Briedwell will open a new garage in the Woodmen Building and will handle the Star cars here and in Polk county.

Incorporations

Bismarck, N. D., Oct. 27.—New incorporations in North Dakota are:

Conklin Chevrolet Company, Fargo, \$50,000; R. D. Conklin, president; O. P. Burseth, secretary and treasurer, and Mrs. M. L. Burseth, vice-president.

Robinson Development Company, Robinson, \$25,000; to drill for oil and gas; N. D. Cameron and J. E. Gulderman of Robinson and P. W. Eddy, D. R. Brockman and L. L. Wolf of Jamestown, directors.

Raleigh, N. C., Oct. 27.—New North Carolina incorporations are:

The Sprinkle Oil Company, Inc., Reidsville; \$150,000; to prospect for oil, drill oil wells and develop the same; Robert L. Sprinkle, Phillip E. Sprinkle, Reginald F. Sprinkle and B. F. Sprinkle.

Vance Oil Company, Reidsville; \$50,000; constructing and operating refineries; William R. Minor of Roxboro, Clyde W. Williams of Henderson and others.

Roxboro Oil Company, Reidsville; \$50,000; William R. Minor, president.

Fire Losses

Kansas City, Oct. 27.—Fire destroyed twenty-four motor cars, with a loss of \$22,000, in the plant of the Pair Auto Painting Company, 18th Street and McGee Trafficway. The automobiles were owned by different dealers here. The Rayfield Carburetor Sales and Service Station and the G. T. O'Maley Motor Company also sustained losses in the fire.

Out on the Coast

By John C. Wetmore

Los Angeles, Oct. 27.—Leaving Ford, now passing through a transition period from old to new models, out of the calculation, the size of the wave of automobile buying that is now bringing in gold-laden ships to Golden State dealers in all other makes may be judged by the fact that last month California's new passenger car registrations of these other makes show a 65 per cent. increase over September, 1924, measured by a sales increase of 6,095, the figures being 15,426 to 9,331.



Despite the Ford loss of 4,103 sales as compared with the same month last year the big automobile boom now on out here in California gave dealers a September gain of 13 per cent. over last year with 16,221 new passenger car registrations, as against 14,234 in 1924. There was, however, a drop of 1,353 from August, a loss of 7 per cent. from the preceding month.

Cars and trucks combined, according to Motor Registration News figures which are used in this report in every case, gained 2,264, an increase of 14 per cent., the record being 17,900 to 15,645. Commercial cars jumped to 1,685 from 1,411 in September, 1924, a gain of 19 per cent.

Twenty-one makes registered sales of at least 100 new passenger cars. Nineteen of them showed gains over September, 1924, Chevrolet easily led the sales list and Essex outstripped all others in actual and percentage gains.

The September, 1925, registration record of the leaders was:

	Registered	Gained	P. C.
1. Chevrolet	2,713	850	45
2. Essex	1,383	1,707	614
3. Dodge Bros.	1,293	159	13
4. Star	1,237	654	112
5. Buick	1,236	273	28
6. Hudson	1,176	814	224
7. Studebaker	1,007	500	95
8. Ford	795	4,108*	516*
9. Chrysler	759	467	159
10. Nash	529	197	59
11. Jewett	464	172	58
12. Overland	458	117	36
13. Willys-Knight	299	104	53
14. Packard	276	168	155
15. Oldsmobile	248	92	58
16. Oakland	246	109*	30*
17. Moon	158	47	42
18. Hupmobile	145	11	8
19. Cadillac	140	39	38
20. Rickenbacker	106	35	49
21. Ajax	100		

*Loss.
Noteworthy percentage gains by other makes were: Pierce-Arrow, 124; Locomobile, 1,000; Auburn, 400; Yellow Cab, 257; Gardner, 228.

The record of the various groups, in which students of sales statistics are evincing a growing interest, shows that the big marketing strides being made by the Hudson-Essex combination is bringing it much nearer to General Motors than many would casually think. All the group makers show gains as follows:—

	Registered	Gained	P. C.
General Motors	4,583	1,142	33
Hudson-Essex	3,159	2,521	395
Durant Motors	1,314	550	72
Chrysler-Maxwell	763	239	44
Willys-Overland	737	221	43
Nash Motors	629	297	89
Paige-Detroit	488	147	43
Moon-Diana	260	89	80
Chandler-Cleveland	156	12	16

*Loss.
In the high-priced division Packard and Cadillac attained a three-figure registration, the record being:—

	Registered	Gained	P. C.
Packard	276	168	155
Cadillac	140	39	38
Franklin	56	18	47
Pierce-Arrow	56	31	124
Lincoln	49	14	40
Marmon	44	21	91
Locomobile	33	30	1,000
Peerless	30	*3	*9
Jordan	27	*14	*34
Stutz	12		

*Loss.
In the case of both Peerless and Jordan, buyers were awaiting the arrival of new and lower priced models.

Of the new cars, Ajax registered 100 and Diana 42.

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion)
If 6 consecutive insertions are used, the 6th insertion is free.
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

AGENTS

AGENTS—Preferably driving Chevrolet touring or roadsters, to sell Spiroclausure, the new glass enclosure which instantly converts open cars into closed jobs; ideal winter line; runs into good volume; big commissions; exclusive territories granted. The C. Spiro Mfg. Co., Dobbs Ferry, N. Y.

BUSINESS OPPORTUNITIES

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.
12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garage; man; will go anywhere; I want to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

BUSINESS OPPORTUNITIES

HERE'S an idea for some live service station:—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

PARTNER wanted: Dodge Brothers Sales contract; rich railroad and agricultural section. Box 146, Rocky Ford, Col.

HELP WANTED

AUTOMOBILE SALESMEN—One of the largest Chevrolet dealers in New York City requires the service of several young men to fill vacancies in their retail sales department; retail sales experience essential, not necessarily automobile; clean cut, ambitious men with unquestionable references only need apply; salary, commission and bonus when qualified. Apply Bates Chevrolet Company, Mott Ave. and 140th St., Bronx.

SALESMAN to sell automobile accessories to car agents; only men with experience apply; liberal drawing account against commission. Box No. 46, Automotive Daily News.

Trouble Lamps

WONDERLAMP

Electro Magnetic Trouble Lamp.

Big money maker for agents and distributors. Every demonstration a sale.

THE WONDERLAMP CO.,
Fisk Building, New York, N. Y.

Electrical Equipment

BATTERY CABLES

For Ford, Chevrolet, Dodge, Buick, and other cars.

BUY FROM YOUR JOBBER
CATALOGUE UPON REQUEST
Manhattan Insulated Wire Co.,
17-23 West 60th St., N. Y. City.

IMPROVEMENTS

Evansville, Ind., Oct. 27.—The recently built brick addition to the Schnake Electric Car Company, 8th Street, Jewett and Franklin dealer, doubles the operating area of the establishment, providing a large modern garage room and greater facilities for the repair department. Walter A. Schnake is manager.

New Salem, N. D., Oct. 27.—The Blank Motor Sales Company has bought the Pete Christianson building and will move away the building and erect a modern garage.

Rochester, N. Y., Oct. 27 (U. T. P. S.).—Cornelius O'Leary and Frank P. Conlon, proprietors of

the Mount Morris Studebaker garage, have just opened a new showroom in Main Street with a private automobile show and harvest festival.

Buffalo, N. Y., Oct. 27.—The Leffler Motor Sales Company, Hudson-Essex distributor, located at 675 Fillmore Ave., will soon start construction of a \$5,000 addition.

Passaic, N. J., Oct. 27.—William C. Marchese, Studebaker dealer, has his new used car showroom ready for inspection. It has a capacity of about thirty cars and is located at the rear of his new car showroom at 753-755 Main Ave.

Advertisers in the Automotive Daily News

Apperson Automobile Co.
Automotive Rotary Lift Co.
Bendix Brake Co.
Buick Motor Co.
Byrne-Kingston Co.
Chevrolet Motor Co.
Chrysler Sales Corp.
Continental Motors Co.
Detroit Carlet Mfg. Co.
Durant Motors, Inc.
Flint Motor Co.
Frick Brothers, Inc.
General Motors Corp.
Hewitt Rubber Co.
Hudson Motor Car Corp.
Juhasz Carburetor Co.
Kaiser Mfg. Co.
Locomobile Co. of America.
Manhattan Insulated Wire Co.
New Departure Mfg. Co.
Non-Carb Sales Co.
Oakland Motor Car Co.
Pierce-Arrow Motor Car Co.
Rawlings Co. of America.
Rickenbacker Motor Co.
Rowe, Inc., Wm. L.
Stern Mfg. Co.
T. S. Light & Heat Corp.
Wills Sainte Claire, Inc.
Wire Wheel Corp. of America.
Wisconsin Parts Co.
Wise Industries, Inc.

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

Recently will count the AUTOMOTIVE DAILY NEWS as the most effective medium to reach the trade.

48 HOURS AFTER YOUR CLASSIFIED ADVERTISEMENT Has Been Received by the AUTOMOTIVE DAILY NEWS

It has reached thousands of progressive business men in the Automotive industry

JUST CONSIDER THIS!

Also Consider the Exceedingly

LOW RATE

Then you will agree that there is no better medium in which to cover the field

USE IT!